CORRELATES OF NEW CAR PURCHASE:
ADDITIONAL ANALYSES
OF THE CSD DATA BASE

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CORRELATES OF NEW CAR PURCHASE: ADDITIONAL ANALYSIS OF THE CSD DATA BASE

1 Introduction

To determine the scope and importance of consumer problems, the Consumer Research and Evaluation Branch of Consumer and Corporate Affairs Canada commissioned a series of studies on consumer satisfaction and dissatisfaction (CSD). The first study in this series was by Dr. Stephen B. Ash, University of Western Ontario, who provided results concerning a wide range of products and services over a number of purchase dimensions.[1] Respondents from over 3,000 Canadian households were interviewed in the Spring of 1979, and asked questions about their satisfaction or dissatisfaction with 225 categories of products and services. The categories were basically classified as food and clothing, durable products and services.

The remaining studies in the series were commissioned as a result of Dr. Ash's study, other sources of information and Departmental priorities. The studies were designed to focus upon the new car purchase, automobile repairs, house purchase, home repairs, and appliance purchase. They involved further analysis of Dr. Ash's data base (the CSD data base) and reviews of the applicable literature.

Objective. This report is concerned with an analysis of the CSD data base as it applies to the new automobile purchase. Specifically, responses to questions concerning the new

automobile purchase were further categorized according to the demographic and socio-economic status of the respondents as well as a number of life style-related questions. In addition, responses to the new automobile purchase questions were placed in context by comparing them to the answers given to other product and service questions.

Overview. The first section of this report reviews the methodology of Dr. Ash's study. The analysis used in this report is then described and followed by the results. These results are organized according to whether or not the respondent purchased a new car in the last three years, the degree of importance attached to the new car purchase, the level of satisfaction or dissatisfaction experienced in the new car purchase, and whether or not the new car purchase was regarded as the most unsatisfactory purchase experience.

2 Methodology

Questionnaire. The survey instrument employed in the Ash study was adapted from a questionnaire designed by Professor Ralph Day and utilized in a 1976 study conducted in Bloomington, Indiana.[2] In both studies, the survey instrument obtained data on consumer satisfaction/dissatisfaction and complaining behaviour on an "aided recall" basis. A copy of the relevant portions of this questionnaire is attached as Appendix 1. This "durables" questionnaire was actually one of three used in the

Ash study with the other two concerned with "food and clothing" and "services".

Sample Design. Responses to the durables questionnaire were gathered during April and May of 1979 using a "drop-off/ pick-up" method among a national probability sample of Canadian dwelling units. This sample was drawn from a national frame consisting of 42,000 emuneration tracts and stratified so that approximately 20% of the responses were from the Atlantic Provinces, and 10% from each of the regions of Montreal, the rest of Quebec, Toronto, the rest of Ontario, Manitoba/Saskatchewan, Alberta, Vancouver, and the rest of British Columbia. Further stratification was made on the basis of community size with approximately one-third of the respondents living in communities of size 1,000,000 and over, one-third from communities of size 100,000 to 999,999, one-sixth from communities of size 5,000 to 99,999 and one-sixth from communities of size less than 5,000.

Blocks within each enumeration tract were randomly selected and maps of households drawn depicting directional starting points. In the event of a "not-at-home" or a "refusal-to-cooperate", another household on the block was substituted.

Sample Size. The number of households originally contacted is not known. However, the durables questionnaire was completed by 1,033 respondents.

3 Analysis and Results

3.1 Analysis of the New Car Purchase

Responses to the questions:

(a) Whether or not the respondent purchased a new car in the past three years,

(b) How important the new car purchase was to the respondent,

(c) How satisfied or dissatisfied the respondent was with the new car purchase, and

(d) Whether or not the respondent identified the new car purchase as the most unsatisfactory experience,

were further categorized according to responses to various demographic, socio-economic and lifestyle-related questions. This analysis was performed by constructing contingency tables for each pair of questions. A chi-square statistic (X^2) was calculated for each table in order to test the null hypothesis of independence of each pair. This null hypothesis was rejected if the statistic exceeded the critical value from a chi-square distribution at the 0.05 level of significance.

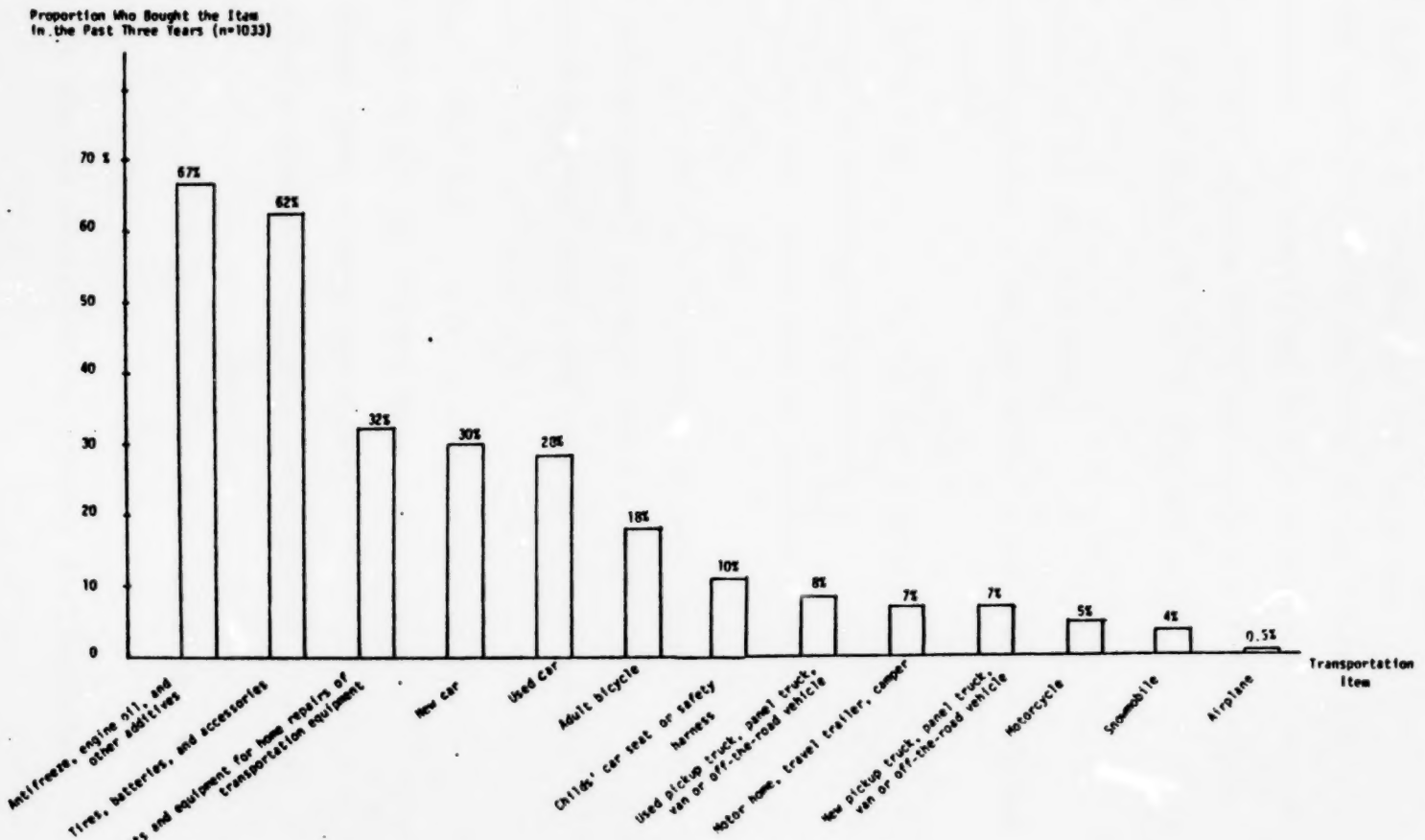
3.1.1 The New Car Purchaser

3.1.1.1 Proportion Who Purchased a New Car in the Past Three Years

Of the 1,033 respondents in the durables survey, 30% purchased a new automobile in the past three years (Figure 1). Relative to the other twelve purchase categories in the "Cars and

Figure 1

Frequency of Purchase of Cars and Other Transportation Items



Other Transportation Items" section of the durables questionnaire, the new automobile purchase ranked fourth in frequency of purchase. In comparison to all 72 durable products and all 225 product and service items surveyed, the frequency of new car purchase ranked 28th and 135th, respectively.

3.1.1.2 Profile of the New Car Purchaser

Purchasers of a new car, compared to the total sample, tended more to:

1. Be from Quebec but less likely to be from Manitoba/ Saskatchewan or Vancouver (Figure B1);
2. Be married but less likely to be separated, widowed or divorced (Figure B2);
3. Own their home and be less likely to rent (Figure B3);
4. Have higher household incomes (Figure B4);
5. Be employed full- or part-time outside of the home (Figure B5);
6. Participate more in activities such as tennis (Figure B6) or skiing (Figure B7);
7. Attend plays more often (Figure B8);
8. Belong more to business or job related groups (Figure B9); and
9. Have read consumer (Figure B10) or news magazines (Figure B11) in the past three months.

Purchases of a new car could not be further distinguished

from the total sample in terms of community size, sex, age, household size, number of children in household, or educational level.

3.1.2 The Importance of the New Car Purchase

3.1.2.1 Proportion of New Car Purchasers Who Rated Their Purchase as "Highly Important"

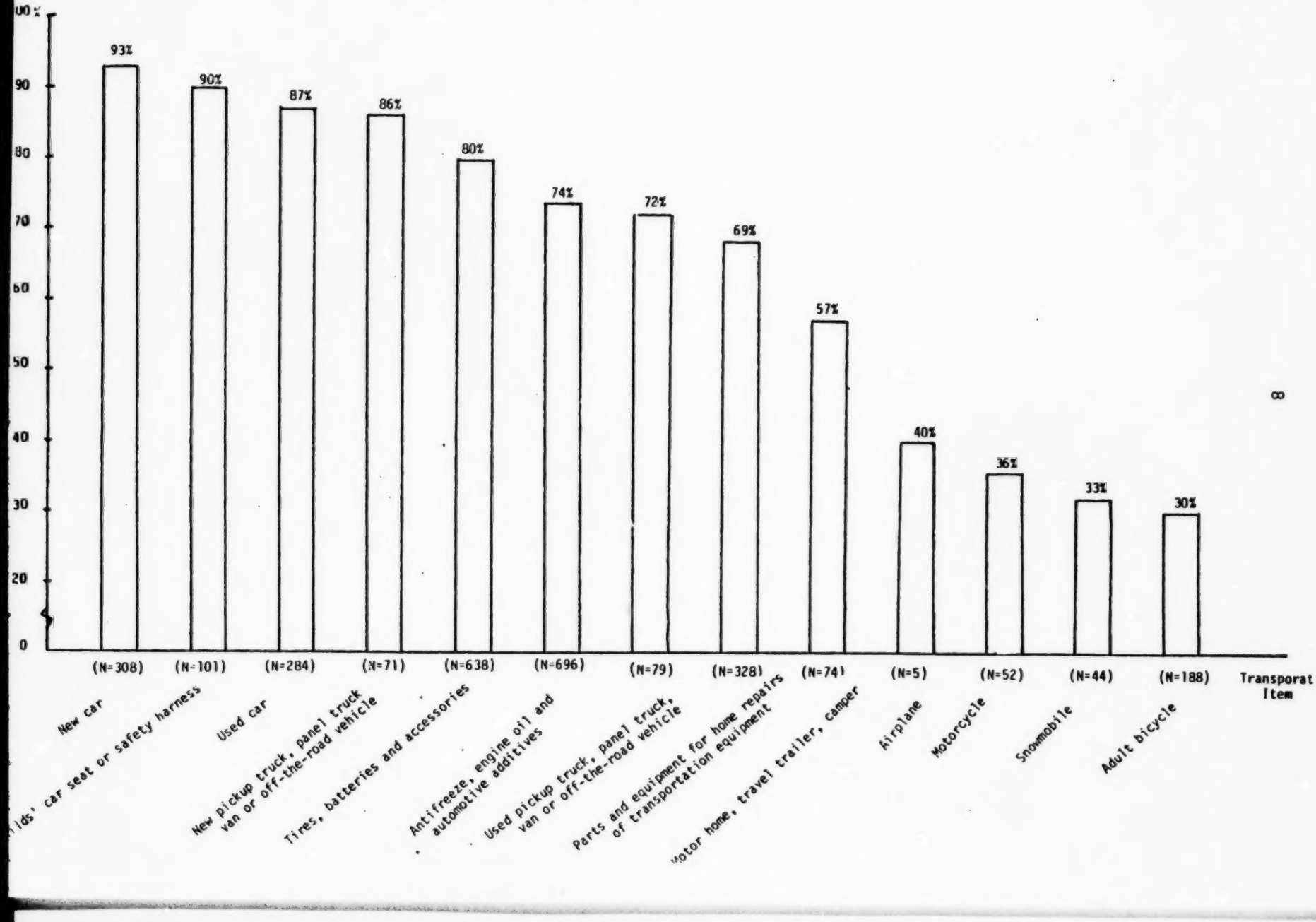
Of the 308 respondents who purchased a new car in the past three years, 93% rated it as "highly important" (Figure 2). As indicated, this proportion ranks the new automobile purchase first among all items in the "Cars and Other Transportation Items" section of the durables questionnaire. In relation to all 225 products and services surveyed in the Ash study, the new automobile purchase ranked second in importance behind the single family or duplex house purchase.

3.1.2.2 Profile of the New Car Purchaser Who Rated the Purchase as "Highly Important"

Those who purchased a new automobile and rated it as "highly important" could not be further distinguished from those who rated it "not as important as other items owned" in terms of 15 demographic or socio-economic factors, participation in 13 leisure activities, readership of 8 kinds of magazines, or membership in 7 types of organized groups.

Figure 2.

Degree of Importance Attached to Cars and Other Transportation Items



3.1.3 Satisfaction/Dissatisfaction With the New Car Purchase

3.1.3.1 Levels of Satisfaction/Dissatisfaction Among New Car Purchasers

Of the 308 respondents who purchased a new car in the past three years, 78% were "very" or "somewhat satisfied" with their purchase (Figure 3). The remaining 22% were either "somewhat" or "very dissatisfied".

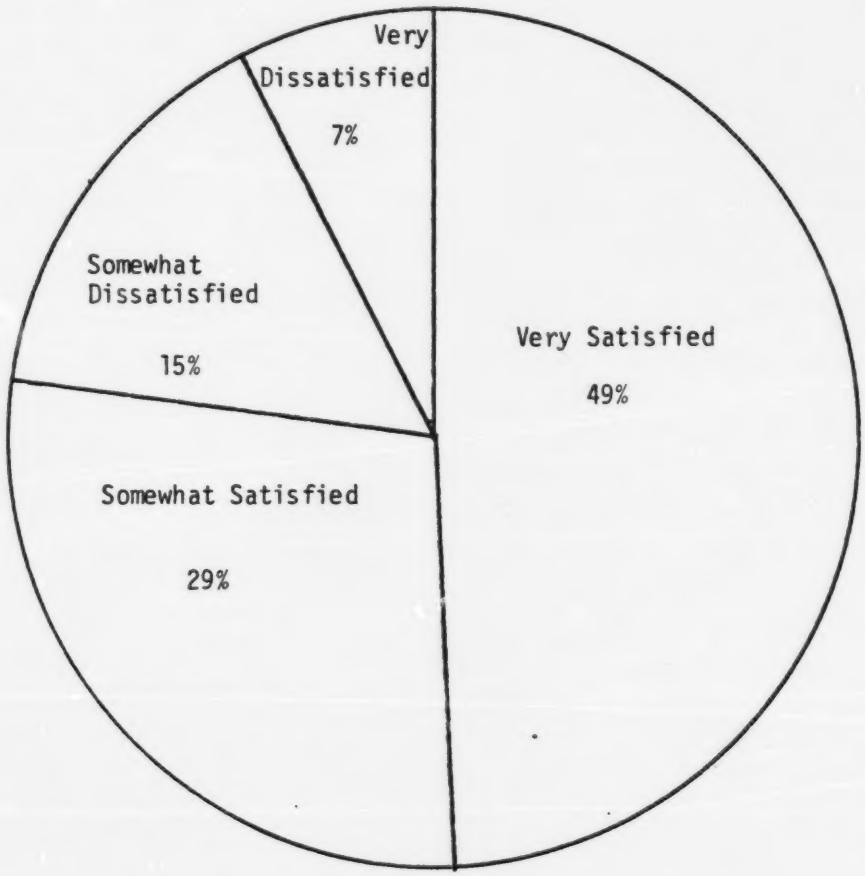
Figure 4 indicates that among the thirteen cars and transportation items, dissatisfaction with the new car purchase ranked second behind that for a "new pickup truck, panel truck, van or off-the-road vehicle". Among all 72 durable and among all 225 products and services, dissatisfaction with the new car purchase ranked second and fourteen respectively.

3.1.3.2 Profile of the Dissatisfied New Car Purchaser

Those who purchased a new car and indicated they were either "very" or "somewhat dissatisfied" with one exception could not be further distinguished from those who were satisfied in terms of the 15 demographic or socio-economic factors, 12 leisure activities, 8 types of magazines read, or 7 types of group memberships. The exception occured among those who belonged to political groups who exhibited greater dissatisfaction than those who didn't belong (Figure B12).

FIGURE 3

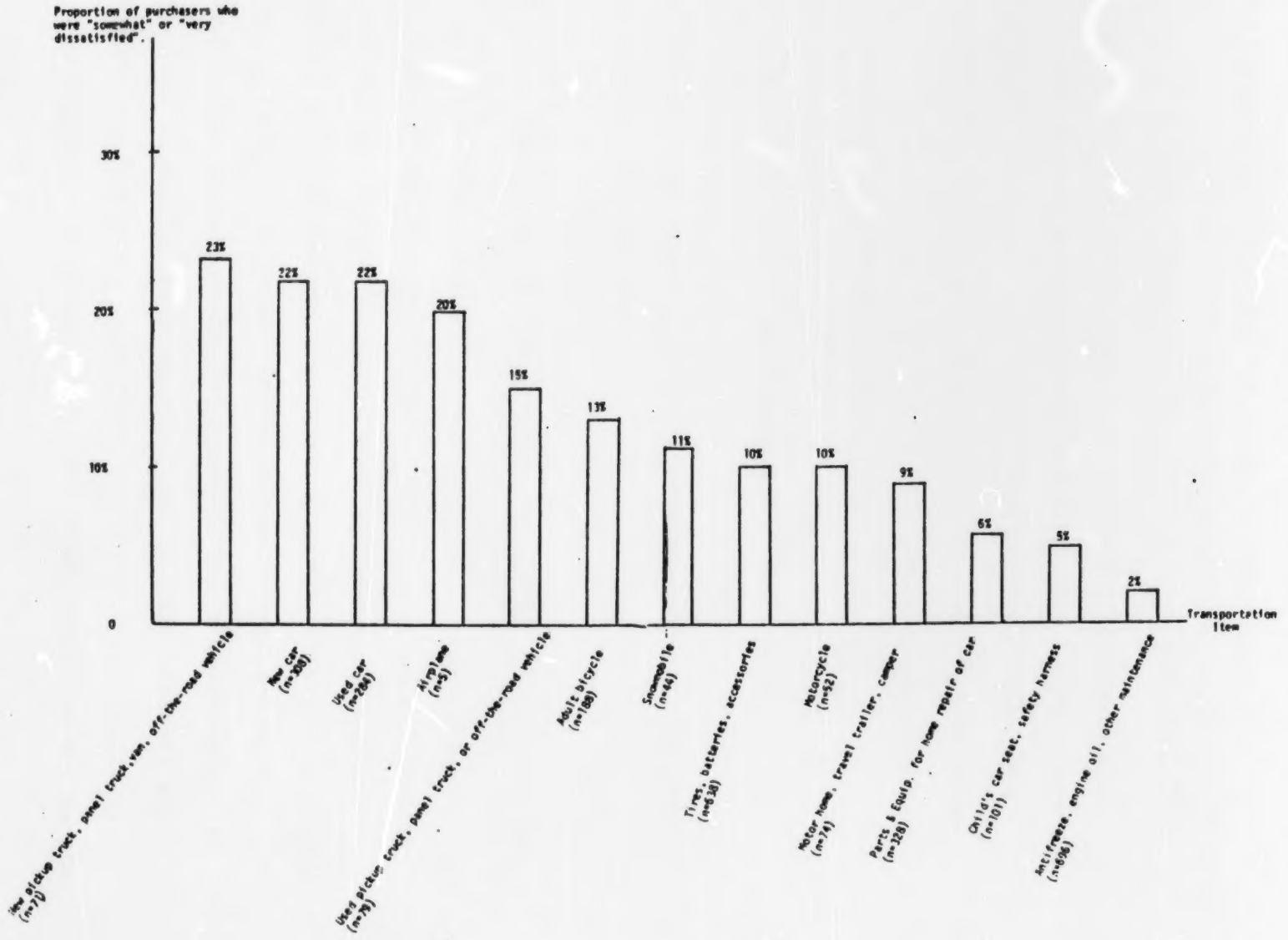
LEVELS OF SATISFACTION/DISSATISFACTION WITH THE NEW CAR PURCHASE AMONG NEW CAR PURCHASERS



(N=308)

FIGURE 4

DISSATISFACTION WITH CARS AND OTHER TRANSPORTATION ITEMS



3.1.4 The Most Unsatisfactory Purchase Experience

3.1.4.1 Those Who Cited the New Car as the Most Unsatisfactory Purchase Experience Among Those Who Cited a Most Unsatisfactory Experience

Among the 13% of the sample or the 138 respondents who identified a most unsatisfactory purchase experience in the past three years among cars and other transportation items, 28% mentioned the new car purchase (Figure 5). Compared to those who identified some other purchase experience as the most unsatisfactory, these respondents tended more to:

1. Live in Ontario and be less likely to live in the Atlantic Provinces (Figure B13), and
2. Be 45 years of age or over (Figure B14).

They could not be further distinguished in terms of the other measures taken in the survey.

3.1.4.2 Those Who Cited the New Car as the Most Unsatisfactory Purchase Experience Among Those Who Purchased a New Car

Among the 307 respondents who purchased a new car in the past three years, 12% also identified it as the most unsatisfactory experience in the same period of time (Figure 6). This proportion ranked the new car first among the thirteen "Cars and Other Transportation Items" which were purchased and also identified as the most unsatisfactory purchase experience. In comparison to all 72 durables items and all 225 products and services, the new car ranked fifth and seventh respectively.

Those new car purchasers who identified their new car as the

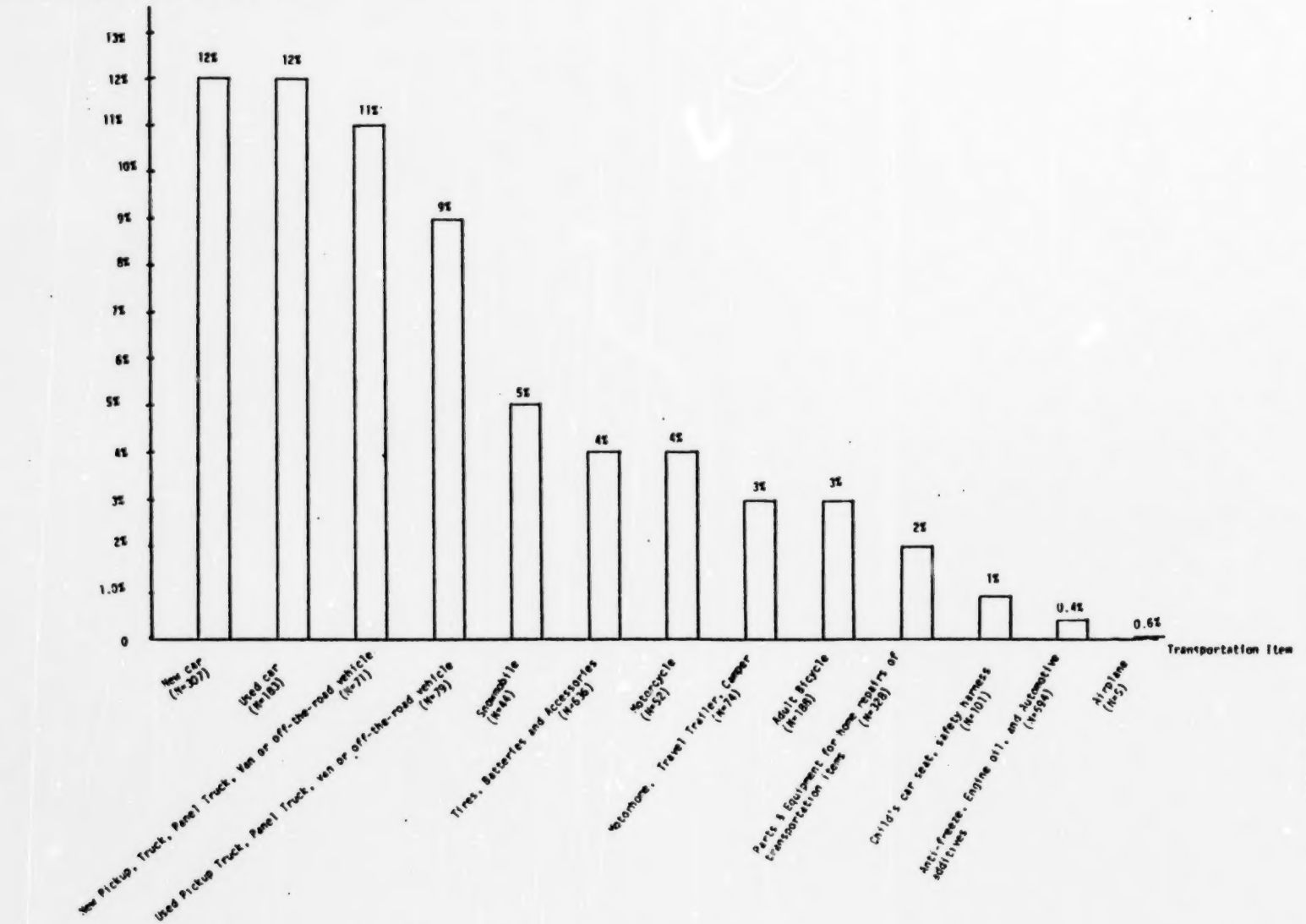
FIGURE 5

THE MOST UNSATISFACTORY PURCHASE EXPERIENCE AMONG CARS AND OTHER TRANSPORTATION ITEMS

(N=138)

FIGURE 6

THE PROPORTION OF THOSE WHO PURCHASED A CAR OR OTHER TRANSPORTATION ITEM WHO ALSO IDENTIFIED IT AS THE MOST UNSATISFACTORY PURCHASE EXPERIENCE IN THE PAST THREE YEARS



most unsatisfactory purchase experience, when compared to other new car purchasers, tended more to:

1. Live in Western Canada and be less likely to live in the Atlantic provinces (Figure B15);
2. Be a male (Figure B16);
3. Live in a one-person household (Figure B17); and
4. Be the main wage earner in the household (Figure B18).

The individual who identified the car as the most unsatisfactory purchase experience, could not be further distinguished from other new car purchasers.

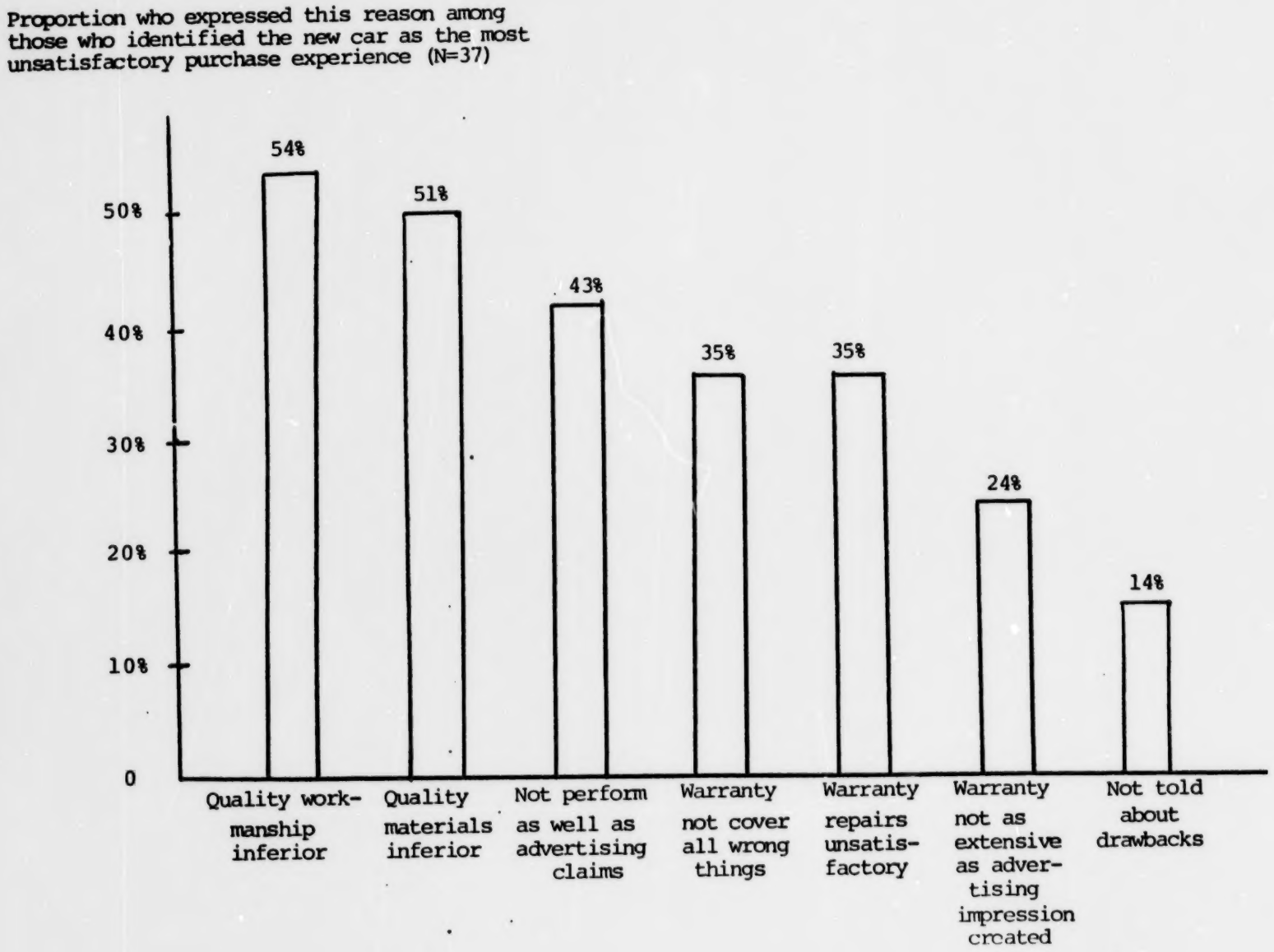
3.1.4.3 Major Reasons for Dissatisfaction with the New Car Purchase

Of the 37 respondents who cited the "new car" as their most unsatisfactory purchase experience, 54% stated that "The quality of workmanship was inferior", 51% stated that "The quality of materials was inferior", and 43% stated that "The product did not perform as well or last as long as advertising claims led them to believe" (Figure 7).

Warranty-related reasons were mentioned by over one-third of these respondents as their major reasons for dissatisfaction. The most frequently-mentioned warranty-related reasons given were that "The warranty did not cover all things that went wrong" (35%), "Repairs or services under the warranty were unsatisfactory (35%), and that "The warranty was not as extensive as the general impression created in advertising" (24%).

FIGURE 7

MAJOR REASONS FOR DISSATISFACTION WITH THE NEW CAR PURCHASE



When asked what was the "most important" reason in contributing to dissatisfaction, 24% mentioned warranty-related reasons (Figure 8). This was followed by inferior quality of workmanship (19%) and materials (14%), and not performing as well as the advertising claimed (16%).

Other reasons mentioned are provided in the Appendix in Table B1.

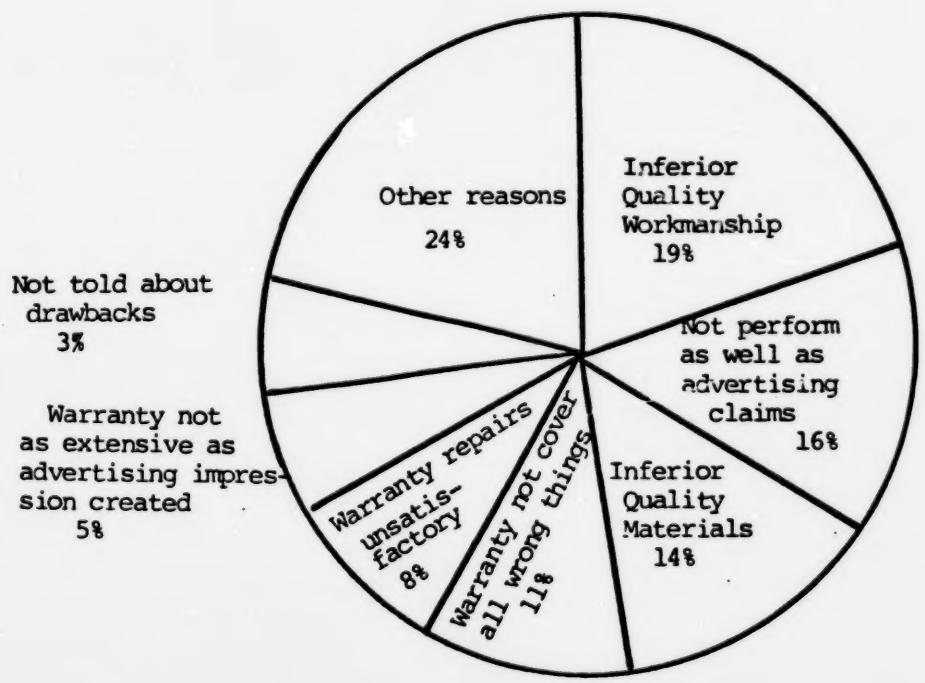
3.1.4 Complaining Behaviour Among New Car Purchasers

To obtain additional perspectives on complaining behaviour, it was found helpful to compute the proportions of new car purchsers, as well as those who were dissatisfied, who took action. The results are presented in Table 1 and reveal additional facets of new car complaining behaviour.

Although 22% or nearly 1 in 4 new car purchasers were dissatisfied, only 32% of those dissatisfied purchasers, or 7% of all new car purchasers, will do something about it. Furthermore, the proportions of new car purchasers who will complain to either the manufacturer or dealer are even less(4%,4%). The implication is that for the new car manufacturer or dealer monitoring complaints as a proportion of new cars sold, true consumer dissatisfaction is understated. The results suggest that out of 6 dissatisfied purchasers, only 1 will contact the manufacturer or dealer to complain. One will take action that the dealer or manufacturer will never hear of,

FIGURE 8

MOST IMPORTANT REASON FOR DISSATISFACTION



(N = 37)

and 4 will do nothing. Even among the most upset purchasers (those who said the new car purchase was the most dissatisfactory purchase), only 1 in 3 will contact the dealer or manufacturer.

While dissatisfaction expressed to manufacturers and dealers is low, governmental agencies, Better Business Bureaus, and consumer organizations receive an even smaller proportion of complaints. The results suggest that less than 1 in 20 dissatisfied consumers are contacting these organizations.

3.1.4.5 Complaining Behaviour Among Dissatisfied New New Car Purchasers

Of the 37 respondents who cited the new car as their most unsatisfactory purchase experience in the previous three years, 61% took some sort of action, either personal or direct action, or a combination of the two (Table 1).

Personal Actions. Of those who identified the new car as their most unsatisfactory purchase experience, 35% decided not to buy that brand of product again, 27% warned their family and friends about the brand, product or store and 16% stopped purchasing from that particular dealership.

Direct Actions. Of those who identified the new car as their most unsatisfactory purchase experience, 35% contacted the dealership to complain, 30% contacted the manufacturer to complain and 11% returned the product for replacement or refund.

3.2 Sample/Cell Sizes

The comprehensive nature of the questionnaire and the sequencing of questions with respect to any particular product or service meant that the proportions reported in previous sections of this report were based upon varying sample sizes. For example, the 30% proportion who bought a new car in the past three years was based upon the total sample of 1033 respondents. The remaining questions, however, on new car purchase were addressed only to this 30% of the sample or 308 respondents. Similarly, questions concerned with actions taken in response to having identified the new car as the most unsatisfactory purchase experience were posed only to the 37 respondents who identified the new car as the most unsatisfactory purchase experience among cars and other transportation items.

There are two consequences of the decreasing cell sizes. The first consequence is the inability to further profile or characterize purchasers who took various types of actions in response to identifying the new car as the most unsatisfactory purchase experience. There were simply not enough respondents to provide the same type of profiles as derived for new automobile purchasers, those who rated the new automobile purchases as highly important, etc.

The second consequence of the decreasing sample sizes is that the sample proportions described in the immediately preceding sections have much larger standard errors of proportions. In other words,

to the extent that the sample proportions are used to estimate the true population proportions, the range in which the true proportion is estimated to lie will be much larger for the sample proportions based upon the smaller sample sizes. This consequence is revealed in the following table:

Sample Size	95% Confidence Intervals for Sample Proportions Near 30%	95% Confidence Intervals for Proportions Close to Either 10% or 90%
1033	±3%	±2%
308	±6%	±3%
37	±21%	±13%

4 Summary and Conclusions

On the basis of the sample results projected to the population, the following conclusions can be drawn based upon the proceeding analyses:

1. Approximately 30% or 1 in 3 adult Canadians purchased a new car in the three-year period prior to Spring 1979. These new car purchasers differed from those who did not purchase a new car in that they were more stable, more affluent and generally enjoyed a more affluent life style. They tended more to be married, own their own home, have higher household incomes, be employed outside of the home, participate more in tennis, skiing and in business or job related groups, attend more plays, and read more consumer

and news magazines.

2. Of the 1 in 3 Canadians who purchased a new car in the past three years, almost all (93%) rated this purchase as "highly important".
3. Of those adult Canadians who purchased a new car in the past three years, approximately 1 in 5 or 22% expressed dissatisfaction with their purchase. This same level of dissatisfaction was evident in all segments of the Canadian population.
4. Whereas 1 in 5 new car purchasers were dissatisfied with their purchase, only 1 in 10 or 12% also identified it as the most unsatisfactory purchase experience in the previous three years. However, this level of dissatisfaction was the highest recorded among all cars and transportation items in the study, the fifth highest among all 72 durables, and seventh among all 225 products and services. There was also evidence that these highly dissatisfied purchasers tended more to live in Western Canada, be a male, and live in a 1-person household.
5. Slightly over 1 in 10 adult Canadians or 13% identified a most unsatisfactory purchase experience in the past three years among cars and other transportation items. Among these Canadians, 28% or approximately 1 in 4 cited the new car purchase as being the most unsatisfactory

purchase experience. Compared to those who identified some other purchase experiences as being the most unsatisfactory, these respondents tended more to live in Ontario and be 45 years of age or over.

6. Those adult Canadians who cited the new car as their most unsatisfactory purchase experience were asked for their major reasons for dissatisfaction. The most often-mentioned reasons centered on warranties, inferior workmanship, performance not meeting expectations, and inferior material quality.

7. Because only 1 in 3 dissatisfied new car purchasers took action of any type, complaints heard by the manufacturers, dealers and consumer agencies, as a proportion of all new car purchasers, understated the degree of dissatisfaction in the population.

8. Of the adult Canadians who had cited the new car as their most unsatisfactory purchase experience in the previous three years, approximately 6 in 10 took action, either a personal or direct action, or a combination of both. Personal actions centered upon refusal to buy the same make of automobile, warning family and friends, and no longer purchasing from the dealer who sold the car. Direct actions centered upon complaints made to either the dealer or the manufacturer or upon attempts to return the car.

Footnotes

[1]Stephen B. Ash, Consumer Satisfaction, Dissatisfaction and Complaining Behaviour: Major Findings and Directions for Action (Ottawa: Consumer Research and Evaluation Branch, Consumer Bureau, Consumer and Corporate Affairs Canada, 1980).

[2]Ibid.

Table 1

Dissatisfaction And Complaining Behaviour Among New Car Purchasers And Dissatisfied Purchasers

	New Car Purchasers	Somewhat or Very Dissatisfied New Car Purchasers	New Car Purchasers Who Said New Car Purchase Was The Most Dissatisfactory Experience
	(n=307)	(n=68)	(n=37)
New Car Purchasers	100%		
Somewhat or Very Dissatisfied New Car Purchasers	22	100%	
New Car Purchasers Who Said New Car Purchase Was The Most Dissatisfactory Experience	12	54	100%
Dissatisfied New Car Purchasers Who Took Action[1]	7	32	59
Personal Actions			
Decided not to buy that brand again	4	19	35
Warned family and friends	3	15	27
Decided to stop shopping at Store (dealer) where I bought the product	2	9	16
Decided to quit using that product	2	7	14
Other personal actions	< 1	1	3
Direct Actions			
Contacted store (dealer)	4	19	35
Contacted manufacturer	4	16	30
Returned product for replacement or refund	1	6	11
Contacted manufacturer's association	1	4	8
Contacted governmental agency/public official	1	3	5
Contacted Better Business Bureau	< 1	1	3
Took legal action	< 1	1	3
Other direct actions	< 1	1	3

[1] Actions taken proportions do not add to 100% because of multiple mentions

APPENDIX A

CROP inc., 1500 stanley, suite 620, montreal (quebec) H3A 1R3
tel. (514) 849-8086

PROJECT NO: [9][5][0] (1 2 3)

CONSUMER STUDY II: Durables (4) 1

QUESTIONNAIRE NO [ ][ ][ ][ ] (5 6 7 8)

SECTOR: _____ [1] (9)

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked with respondents for validation."

_____
INTERVIEWER'S SIGNATURE

SUPERVISOR: IF YOU HAVE CHECKED EACH PAGE, PLEASE INITIAL HERE:

_____

COMMUNITY SIZE: (10)

1,000,000 and over	1
100,000 - 999,999	2
5,000 - 99,999	3
less than 5,000	4

REGION: (11)

Atlantic	1
Montreal	2
Rest of Quebec	3
Toronto	4
Rest of Ontario	5
Manitoba/Saskatchewan	6
Alberta	7
Vancouver	8
Rest of British Columbia	9

SUPERVISOR'S # [ ][ ] (12 13)

Good afternoon/evening! I am_____from CROP, a public opinion research company. We are conducting a survey for the Department of Consumer and Corporate Affairs about consumer satisfaction or dissatisfaction with the products they are buying. I have to interview the person in this household who is primarily responsible for buying durables such as housing, appliances, automobiles, etc. (After eligibility of person established.) We would like you to act as the spokesperson for this household. The experiences of Canadians will be studied and will help the Department to design and modify consumer programs to more closely reflect the actual needs of Canadian consumers.

FOR OFFICE USE ONLY:

VERIFIED BY:_____

DATE:_____

NAME OF RESPONDENT:_____

ADDRESS:_____

TOWN:_____ POSTAL CODE:_____

TELEPHONE: ( ) (area code)
14 15 16 17 18 19 20 21 22 23

INTERVIEW DATE: ____/____/ 79
(day) (month) (year)

DATE QUESTIONNAIRE GIVEN:_____

DATE QUESTIONNAIRE COMPLETED:_____

Dear Respondent,

This survey is about durable products -- the kinds of products that people usually expect to keep and use a long time after they buy them. We would like to learn more about people's experiences with the durables they have bought during the past three years; what products they have bought, which of these they think are important, and how satisfied or dissatisfied they are with the products they have bought. The experiences of Canadians will be studied and will help the Department of Consumer and Corporate Affairs to design and modify consumer programs to more closely reflect the actual needs of Canadian consumers.

There are too many kinds of products to list them all separately. Some of the items you will see on the following pages will cover several different products which are more or less similar. We have organized the items into four different sections according to how the products are used: I. Housing and Home Furnishings; II. Appliances and Personal Care Equipment; III. Entertainment, Education and Recreation; and IV. Cars and Transportation Durables. Please complete the entire questionnaire to the best of your ability.

Thank you for agreeing to take part in this consumer survey. The answers of individual respondents will be held in complete confidence.

Cordially,

Iris Britan
Project Director

1500 stanley, suite 520, montréal (québec) H3A 1R3
tél. – (514) 849-8086

DURABLE GOODS QUESTIONNAIRE

INSTRUCTIONS AND EXAMPLES

Most people like to take about 25 minutes to fill it out this questionnaire. Some people finish it more quickly, and some take a little longer.

The numbered categories in Section I through Section IV list the products covered in this questionnaire. Answer one section at a time, beginning with Section I. When you have completed all four sections, please fill out the final section of background information at the end of the questionnaire (Section V). Your answers to the questions in this last section will help us to group your answers with those of other respondents who participate in this study.

Here are some examples and possible answers that are similar to those found in this questionnaire.

HAVE NOT BOUGHT IT DURING PAST THREE YEARS	CATEGORIES	IMPORTANCE TO ME: NOT AS IMPORTANT AS OTHER ITEMS OWNED	IMPORTANCE TO ME: HIGHLY IMPORTANT	HOW SATISFIED I AM: VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
(-1-)	1. Purchase of a duplex, bungalow or cottage.	-2-	-3-	1	2	3	4
-1-	2. Sink garburators, hot water dispensers and sink hoses	-2-	(-3-)	1	(2)	3	4
-1-	3. Video tape recorders and electrostatic speakers.	(-2-)	-3-	1	2	(3)	4
(-1-)	4. Purchase of a small aircraft. . . .	-2-	-3-	1	2	3	4

In the above examples, a typical respondent has indicated that he or she has not used the group of items in categories 1 and 4. In category number 2 he or she has indicated that at least one of the items in the category was "HIGHLY IMPORTANT" and that he or she was "SOMEWHAT SATISFIED" with the item or items bought in this category. For category number 3, the respondent indicated that he or she considers items in this category "NOT AS IMPORTANT AS OTHER ITEMS OWNED" and that he or she is "SOMEWHAT DISSATISFIED" with the item or items bought in this category.

For some questions you will notice the instruction "SKIP TO". Here is an example.

In buying and using housing, home appliances, items for entertainment and transportation during the past three years, have you had one or more experiences in which you were highly dissatisfied? (CIRCLE ONE NUMBER)

Yes, I have been highly dissatisfied with one or more of these items. . . . . 1 — CONTINUE WITH QUESTION 3

No, I have not been highly dissatisfied with any of these items. . . . . (2) — IF NOT HIGHLY DISSATISFIED SKIP TO SECTION II. (PAGE 7)

In the above example, the respondent was not highly dissatisfied with any of the categories. Therefore, he or she circled the number 2 and looked at the instructions written to the right of the number. The respondent was then able to "SKIP TO" the following section. This means the respondent omits questions 3 through 8 and goes directly to the following section starting on page 7.

Suppose the respondent had been highly dissatisfied and had answered "YES" by circling the number 1. He or she would look at the instructions to the right of the number and continue with the next question.

SECTION IV. CARS AND OTHER TRANSPORTATION ITEMS

25. This section covers the purchase of cars and other transportation items, and also includes the lease or rental of transportation equipment. Since this survey is about consumer experiences, products which were purchased and used mainly for business purposes, rather than for personal use, should not be included in your answers.

Read each of the numbered categories in this section, one at a time, and think about your experiences with each of the items listed in that category in the past three years. If you have bought one or more items covered by a single category, think about your experiences with them as a group. Then fill out this section just as you did in Section I.

HAVE NOT BOUGHT IT DURING PAST THREE YEARS	CATEGORIES	IMPORTANCE TO ME: NOT AS IMPORTANT AS OTHER ITEMS OWNED	IMPORTANCE TO ME: HIGHLY IMPORTANT	HOW SATISFIED I AM: VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
(27) -1-	1. Purchase of a new car.	-2-	-3-	1	2	3	4 (28)
(29) -1-	2. Purchase of a new pickup truck, panel truck, van or off-the-road vehicle. .	-2-	-3-	1	2	3	4 (30)
(31) -1-	3. Purchase of a used car	-2-	-3-	1	2	3	4 (32)
(33) -1-	4. Purchase of a used pickup truck, panel truck, van or off-the-road vehicle .	-2-	-3-	1	2	3	4 (34)
(35) -1-	5. Purchase of a snowmobile	-2-	-3-	1	2	3	4 (36)
(37) -1-	6. Purchase of a motorcycle	-2-	-3-	1	2	3	4 (38)
(39) -1-	7. Purchase of a motor home, travel trailer, camper.	-2-	-3-	1	2	3	4 (40)
(41) -1-	8. Purchase of an airplane.	-2-	-3-	1	2	3	4 (42)
(43) -1-	9. Purchase of a bicycle (adult). . . .	-2-	-3-	1	2	3	4 (44)
(45) -1-	10. Purchase of a child's car seat, safety harness	-2-	-3-	1	2	3	4 (46)
(47) -1-	11. Purchase of tires, batteries and accessories.	-2-	-3-	1	2	3	4 (48)
(49) -1-	12. Purchase of antifreeze, engine oil and automobile additives for self-maintenance of transportation equipment	-2-	-3-	1	2	3	4 (50)
(51) -1-	13. Purchase of parts and equipment for home repairs of transportation equipment	-2-	-3-	1	2	3	4 (52)

NOTE: Please look back over all of the numbered categories in this section to make sure that you have answered each.

26. In buying and using cars and other transportation items of the kinds described above during the past three years, have you had one or more experiences in which you were highly dissatisfied? (CIRCLE ONE NUMBER)

(53)

Yes, I have been highly dissatisfied with one or more of these items. . . . . 1 → CONTINUE WITH QUESTION 27

No, I have not been higly dissatisfied with any of these items . . . . . 2 → IF NOT HIGHLY DISSATISFIED SKIP TO QUESTION 33. (PAGE 22)

27. Approximately how many of the cars or other transportation items or accessories you have purchased over the past three years have been highly unsatisfactory in some way? (CIRCLE ONE NUMBER)

(54)

Only one item. 1

Two different items. 2

Three different items. 3

Four different items 4

Five or more different items 5

28. Thinking back over all of the unsatisfactory experiences you have had during the past three years with cars or transportation items or accessory products listed above, pick out the one item which you feel was the most unsatisfactory of all. Please write in below the number of the category which contains this item and the name of the one specific product that you have in mind.

_____ (Category number) _____ (Name of specific item) (55)(56)

29a). Below is a list of reasons why a consumer might become dissatisfied with cars or transportation items. Please "X" any of them which you feel apply to your own experiences during the past three years with the particular car or transportation item you wrote in above as the most unsatisfactory one. (PLEASE READ THROUGH THE WHOLE LIST BEFORE MARKING THE REASONS FOR YOUR DISSATISFACTION)

(57) 1. _____ The quality of materials was inferior

(58) 2. _____ The quality of workmanship was inferior

(59) 3. _____ The product had drawbacks that I was not told about when I bought it

(60) 4. _____ The cost of using the product is higher than I was led to believe

(61) 5. _____ The item that was delivered was different from the one I bought

(62) 6. _____ The product was damaged when delivered

(63) 7. _____ I had to wait a long time before the product was delivered

(64) 8. _____ The product was misrepresented to me by the salesman

(65) 9. _____ The product did not correspond to the general impression created in an advertisement

(66) 10. _____ The product did not perform as well or last as long as advertising claims led me to believe

(67) 11. _____ The credit terms were misrepresented to me

(68) 12. _____ The warranty (guarantee) did not cover all of the things that went wrong

(69) 13. _____ The warranty (guarantee) was not as extensive as the general impression created in advertising

(70) 14. _____ Repairs or services under the warranty (guarantee) were unsatisfactory

(71) 15. _____ The warranty (guarantee) was not honoured

(72) 16. _____ The store was unwilling to provide a refund or an exchange

(73) 17. _____ The dealer misrepresented his ability to provide parts and service for the product

(74) 18. _____ I was tricked by a salesman into buying a more expensive model than I needed

(75) 19. _____ The price that was charged was higher than what I had agreed to pay

(76) 20. _____ The price that was charged was higher than the advertised price

(77) 21. _____ The product was unsafe

(78) 22. _____ The product advertised as a "special" or "bargain" was unavailable at the store

6
9

(10) 23. _____ The product wasted energy resources

(11) 24. _____ The instructions for using and taking care of the product were incomplete or impossible to read

(12) 25. _____ Other reason not listed above

IF YOU MARKED "X" FOR ONE OR MORE OF THE 25 REASONS FOR DISSATISFACTION LISTED ABOVE, PLEASE ANSWER QUESTION 29b). OTHERWISE SKIP TO QUESTION 30a).

29b). Please circle the one reason which you feel is the most important in contributing to your dissatisfaction with item you named in question 28. If you only "X" d one reason for dissatisfaction, please circle the number corresponding to that one reason.

(n)(N) 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

17 18 19 20 21 22 23 24 25

30a). Did you suffer any "out of pocket" financial loss (other than the cost of the product) as a result of the experience which you indentified earlier as your most unsatisfactory? (CIRCLE ONE NUMBER)

(15)

Yes 1

No . . . . . 2 → SKIP TO QUESTION 31a).

30b). IF YES : Approximately how much? (CIRCLE ONE NUMBER)

(16)

Under $25. 1

$25 to $99 2

$100 to $499 3

$500 and over. 4

31a). Was physical injury associated with the experience you identified earlier as your most unsatisfactory? (CIRCLE ONE NUMBER)

(17)

Yes 1

No . . . . . 2 → SKIP TO QUESTION 32a).

31b). IF YES : Was hospitalization required? (CIRCLE ONE NUMBER)

(18)

Yes 1

No 2

When a consumer becomes dissatisfied with a product, he or she can just ignore the experience, take personal actions such as warning friends or changing to a different product, or can take actions such as returning the item for a refund, or complaining. Please indicate below what you did, if anything, after you became dissatisfied with the item you named above.

32a). Did you take any action, either personal or direct? (CIRCLE ONE NUMBER)

(19)

Yes 1

No . . . . . 2 → SKIP TO QUESTION 32d).

IF "YES"

32b). Which ones? ("X" AS MANY AS APPLY)

Personal Actions

(20) ____ I decided not to buy that brand of the product again

(21) ____ I decided to quit using that kind of product

(22) ____ I decided to stop shopping at the store where I bought the product

(23) ____ I warned my family and friends about the brand, product or store

(24) ____ Other personal action not listed above

Direct Actions

(25) ____ I returned the product to the seller for a replacement or refund

(26) ____ I contacted the store to complain

(27) ____ I contacted the manufacturer to complain

(28) ____ I contacted the manufacturers' industry association to complain

(29) ____ I contacted the Better Business Bureau to complain

(30) ____ I contacted a governmental agency or a public official to complain

(31) ____ I contacted a private consumer advocate or consumer organization to complain

(32) ____ I contacted a lawyer, went to Small Claims Court, or otherwise took legal action

(33) ____ Other direct action not listed above

IF ANY "DIRECT ACTIONS" ARE "X"d ANSWER QUESTION 32c). THEN SKIP TO QUESTION 33.

→ 32c). How satisfied were you with the way your complaint was handled? (CIRCLE ONE NUMBER)

(35)

Very satisfied. 1

Somewhat satisfied. 2

Somewhat dissatisfied 3

Very dissatisfied 4

IF "NO" FOR Q.32a), ANSWER Q.32d) BELOW

32d). Why not? (CIRCLE ONE NUMBER)

(34)

I didn't think it was worth the time and effort. 1

I wanted to do something about it but never got around to it 2

I didn't think that anything I could do would make any difference 3

I didn't know what to do about it or where I could get help 4

33. COMMENTS:

If you would like to make any additional comments about the extent to which you were satisfied or dissatisfied with any of the products listed in this questionnaire, or what you have done when you were dissatisfied, please write them in below.

SECTION V. SOME BACKGROUND INFORMATION

We would like to get some information to help us group your answers with others which we will receive in this survey.

1. First, how often, if ever, do you participate in the following activities? (PLEASE CIRCLE ONE ANSWER FOR EACH ACTIVITY)

	NEVER	ONCE A YEAR OR LESS	2 TO 11 TIMES A YEAR	1 TO 3 TIMES A MONTH	ONCE A WEEK OR MORE	
Tennis.	0	1	2	3	4	(36)
Attending concerts or ballets	0	1	2	3	4	(37)
Attending plays . . .	0	1	2	3	4	(38)
Spectator sports events.	0	1	2	3	4	(39)
Golfing	0	1	2	3	4	(40)
Attending movies. . .	0	1	2	3	4	(41)
Skiing.	0	1	2	3	4	(42)
Trying new restaurants	0	1	2	3	4	(43)
Listening to the radio, records or tapes. . .	0	1	2	3	4	(44)
Sightseeing and travelling.	0	1	2	3	4	(45)
Attending religious services.	0	1	2	3	4	(46)
Participating in team sports.	0	1	2	3	4	(47)
Leisure time reading.	0	1	2	3	4	(48)

2. Here is a list of some different kinds of magazines. Which kinds have you read during the past three months? (PLEASE CIRCLE ONE NUMBER FOR EACH KIND)

	YES	NO	
Consumer magazines.	1	2	(49)
News magazines.	1	2	(50)
Fashion magazines	1	2	(51)
Sports magazines.	1	2	(52)
Travel magazines.	1	2	(53)
Home/gardening magazines.	1	2	(54)
Hobby/handicrafts magazines	1	2	(55)
Other magazines	1	2	(56)

3. Some people have the time and interest to belong to organized groups and others do not. Could you please indicate to which, if any, of the following types of groups you belong?

	YES	NO	
Consumer groups.	1	2	(57)
Business or job related groups	1	2	(58)
Religious groups	1	2	(59)
Recreational groups.	1	2	(60)
Community groups	1	2	(61)
Social groups.	1	2	(62)
Political groups	1	2	(63)

4. Are you:

(64)

Male. 1

Female. 2

5. Are you at present:

(65)

Single. 1

Married or common-law 2

Separated 3

Divorced. 4

Widow/widower 5

6. In which of the following age groups are you?

(66)

Under 25. 1

25 - 34 2

35 - 44 3

45 - 54 4

55 - 64 5

65 or over. 6

7. Including yourself, how many people are living in your household?

(67)

One. 1

Two. 2

Three. 3

Four 4

Five 5

Six or more. 6

8. How many people living in your household are (CIRCLE APPROPRIATE NUMBER FOR EACH)

Children 5 or under.	NONE	1	2	3	4	5 OR MORE	(68)
Children 6 - 12.	NONE	1	2	3	4	5 OR MORE	(69)
Teenagers 13 - 17.	NONE	1	2	3	4	5 OR MORE	(70)
Other adults 18 or over.	NONE	1	2	3	4	5 OR MORE	(71)

9. Do you or another household member own this home, or is it rented?

(72)

Own home. 1

Rent it 2

10. What was the total combined 1978 income, before taxes, of all of the members of your household?

(73)

Under $5,000. 1

$5,000 - $9,999 2

$10,000 - $14,999 3

$15,000 - $19,999 4

$20,000 - $24,999 5

$25,000 - $29,999 6

$30,000 or above. 7

11. What was the last grade of schooling that you completed?

(74)

No schooling	1
8th grade or less	2
Some high school	3
High school graduate	4
Some college/technical/university	5
Completed college/technical/university	6
Advanced university degree	7

12. Are you presently employed outside of the home?

(75)

Yes, full time	1
Yes, part time	2
Not employed	3

13a). Please write in a few words describing the kind of work done by the person who earns the highest salary in the household?

(76)(77)

_____

_____

_____

13b). Is this main wage earner: (CIRCLE ONE)

(78)

Yourself	1
Your spouse	2
Other person	3

14. Will you please indicate how far your father and mother went in school? (CIRCLE ONE NUMBER FOR EACH)

[7] [9]

(10)(11)

	FATHER	MOTHER
No schooling	1	1
8th grade or less	2	2
Some high school	3	3
High school graduate	4	4
Some college/technical/university	5	5
Completed college/technical/university	6	6
Advanced university degree	7	7
Don't know	8	8

15. Now would you please write in a few words describing the kind of work your father and your mother do (did).

FATHER: _____ (12)(13)

MOTHER: _____ (14)(15)

16a). Do you feel that you have close ties with any identifiable ethnic group?

(16)

Yes 1

No 2

16b). IF YES

Which one(s)? _____ (17)(18)

THANK YOU FOR YOUR COOPERATION.

Table B1

Reasons For Dissatisfaction Among Those Who Identified The New Car As the Most Unsatisfactory Purchase Experience (n=37)

Reason	Total Mentions	Most Important
Quality		
The quality of workmanship was inferior	54%	19%
The product did not perform as well or last as long as advertising claims led me to believe	43	16
The quality of materials was inferior	51	14
The product was damaged when delivered	11	0
The product was/is unsafe	0	0
The instructions for using the product were incomplete or impossible to read	0	0
Warranty		
The warranty did not cover all of the things that went wrong	35%	11%
Repairs or services under the warranty were unsatisfactory	35	8
The warranty was not as extensive as the general impression created in advertising	14	5
The warranty was not honoured	11	0
The store was unwilling to provide a refund or an exchange	0	0

Reason	Total Mentions	Most Important
Advertising		
The product did not perform as well or last as long as advertising claims led me to believe	43%	16%
The warranty was not as extensive as the general impression created in advertising	14	5
The product did not correspond to the general impression created in an advertisement	8	0
The product was misrepresented in advertisements	N.A.	N.A.
The price that was charged was higher than the advertised price	0	0
Salesman and Dealer Misrepresentations		
The product had drawbacks that I was not told about when I bought it	24	3
The dealer misrepresented his ability to provide parts and service for the product	16	0
The product was misrepresented to me by the salesman	5	0
The item that was delivered was different than the one I bought	0	0

Reason	Total Mentions	Most Important
Misrepresentation		
The cost of using the product is higher than I was led to believe	16%	0%
The credit terms were misrepresented to me	3	0
The price that was charged was higher than what I had agreed to pay	5	0
The price that was charged was higher than the advertised price	0	0
The product advertised as a "special" or "bargain" was unavailable at the store	3	0
I was tricked by a salesman into buying a more expensive model than I needed	8	0
Miscellaneous		
The product wasted energy resources	14%	0%
I had to wait a long time before the product was delivered	3	0
The product is bad for the environment	N.A.	N.A.
Other reasons not listed above	19	24

FIGURE B1

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH REGION OF CANADA

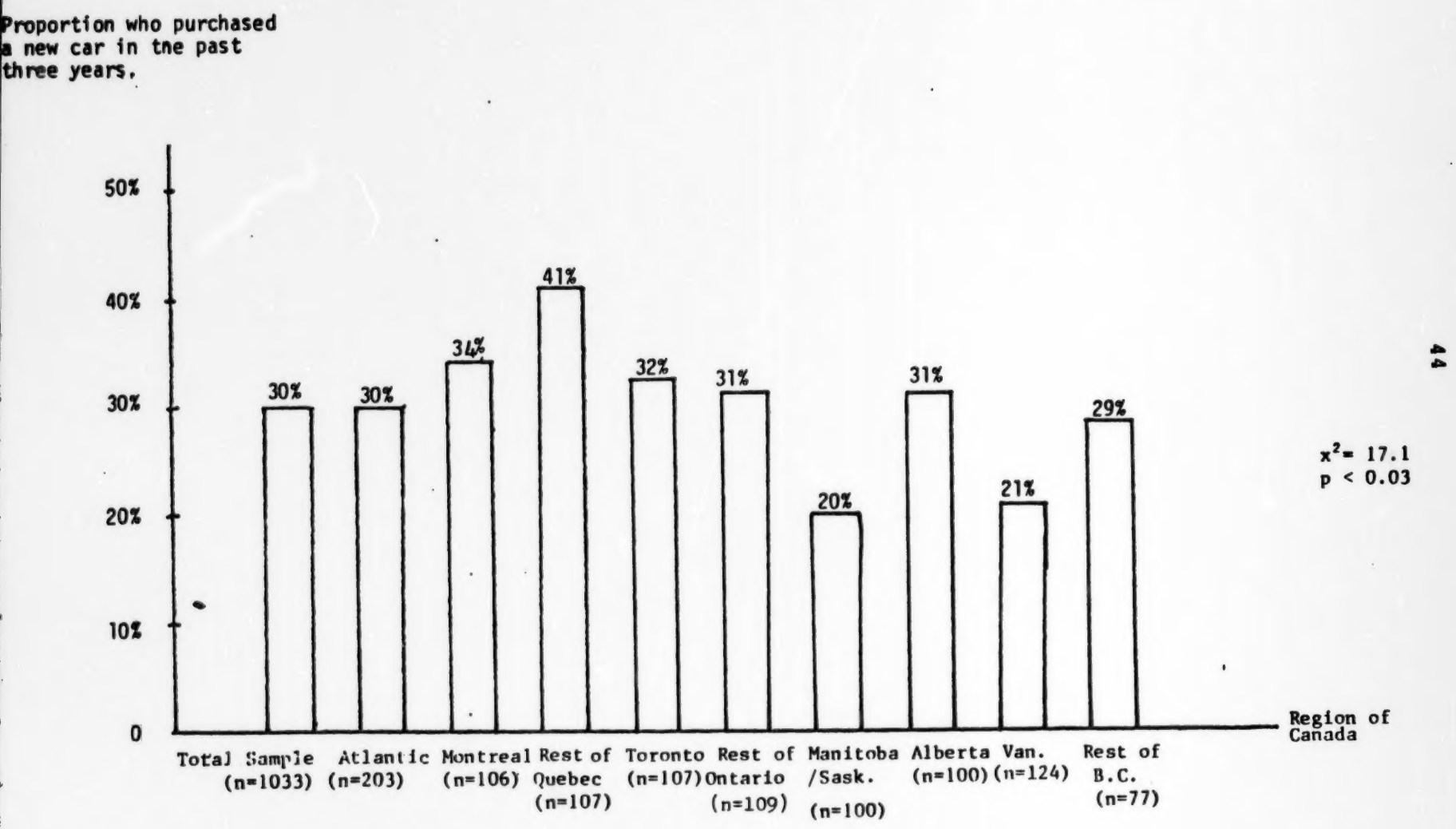


FIGURE B2

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH CATEGORY OF MARITAL STATUS

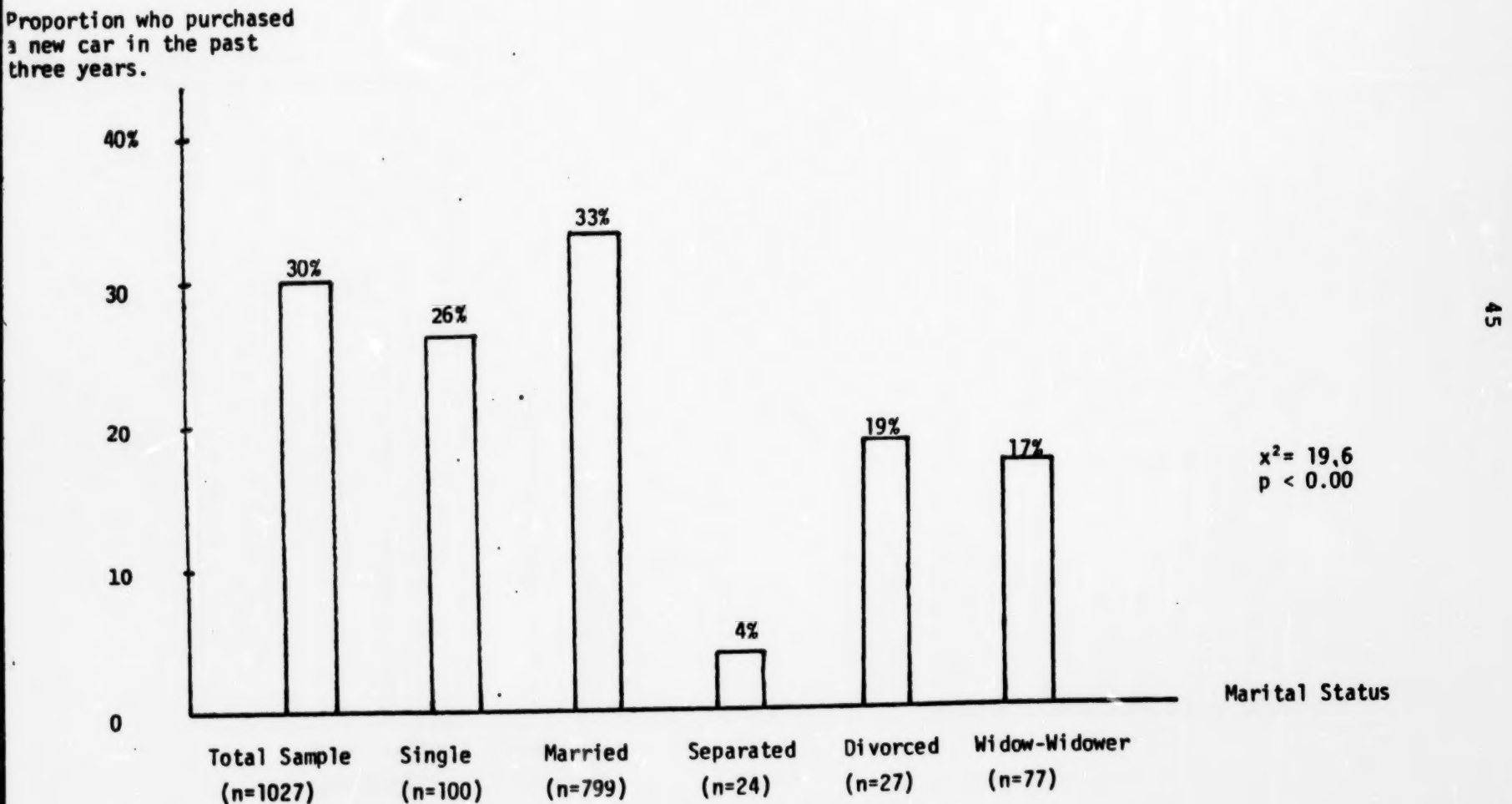


FIGURE B 3

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH TYPE OF HOME OWNERSHIP

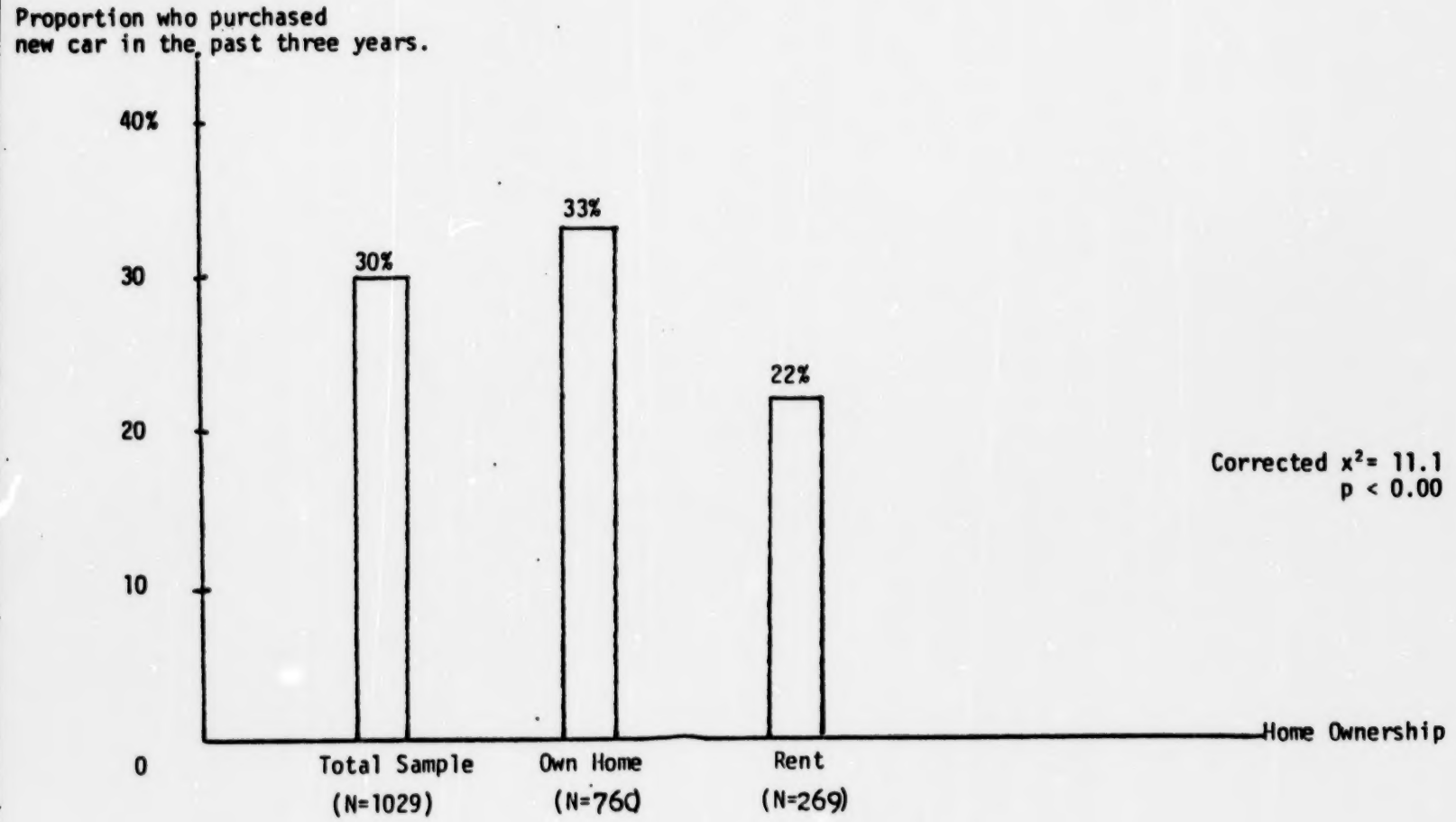


FIGURE B 4

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH LEVEL OF HOUSEHOLD INCOME

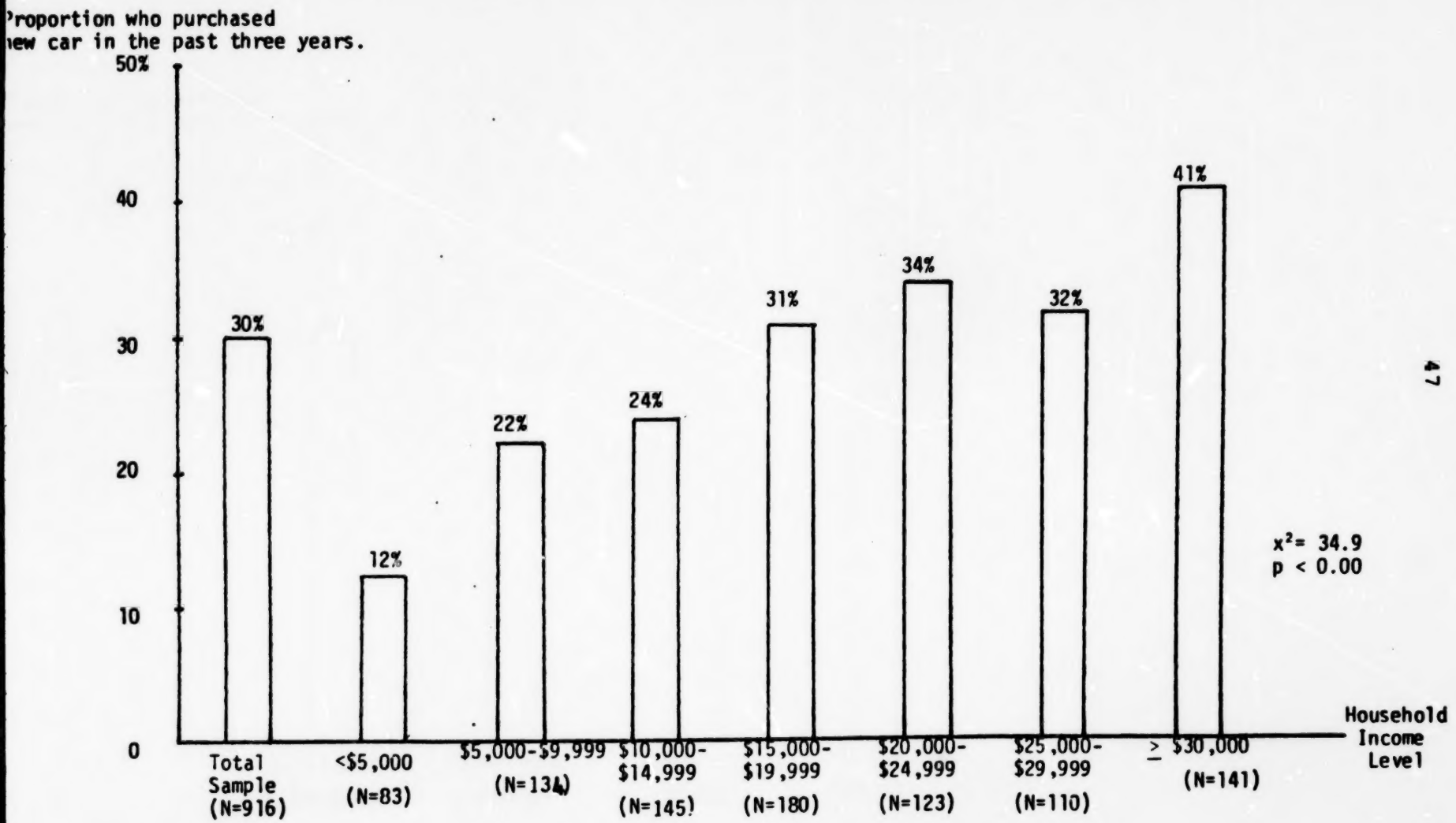


FIGURE B5

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH CATEGORY OF EMPLOYMENT OUTSIDE OF THE HOME

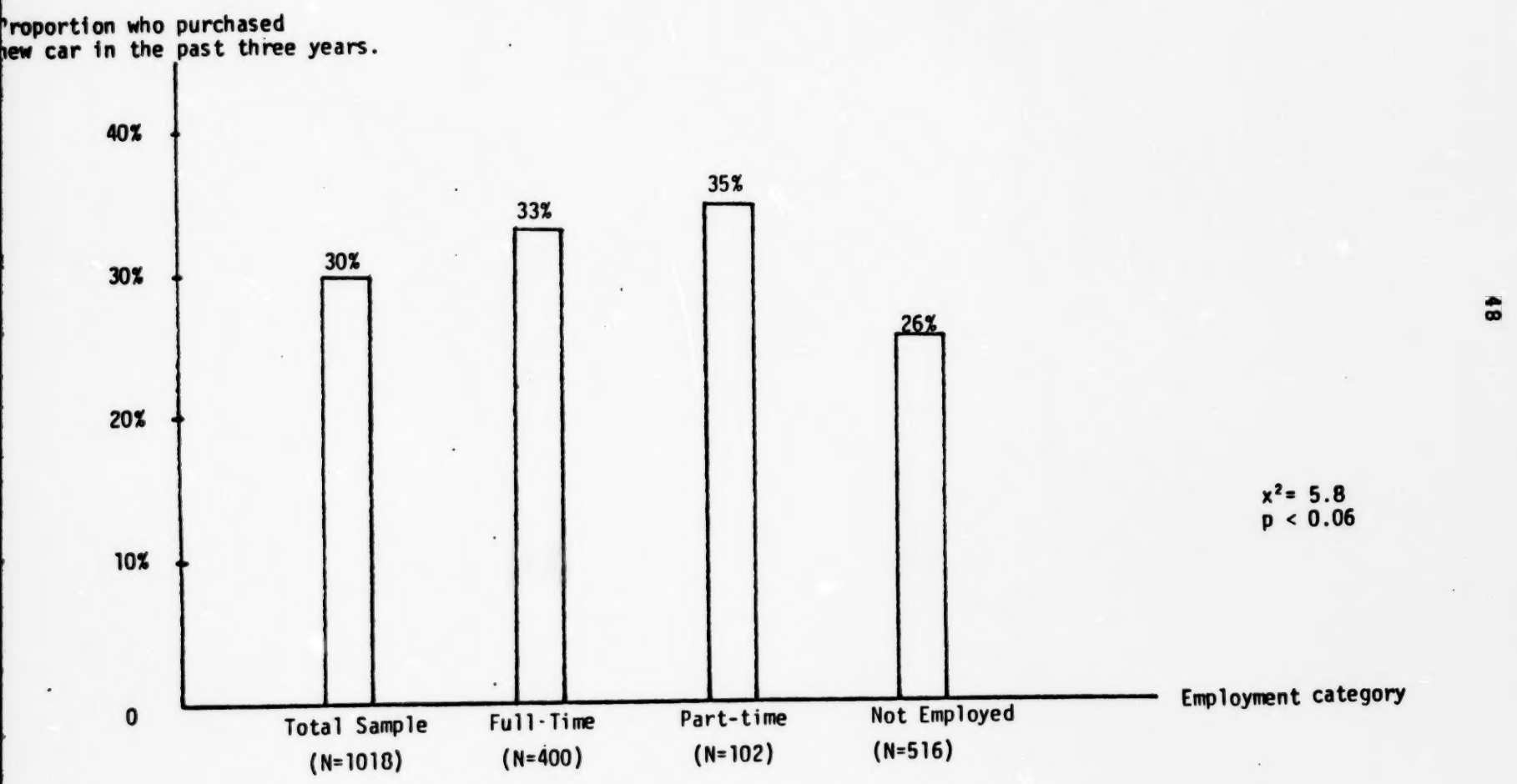


FIGURE B6

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH CATEGORY OF TENNIS PARTICIPATION

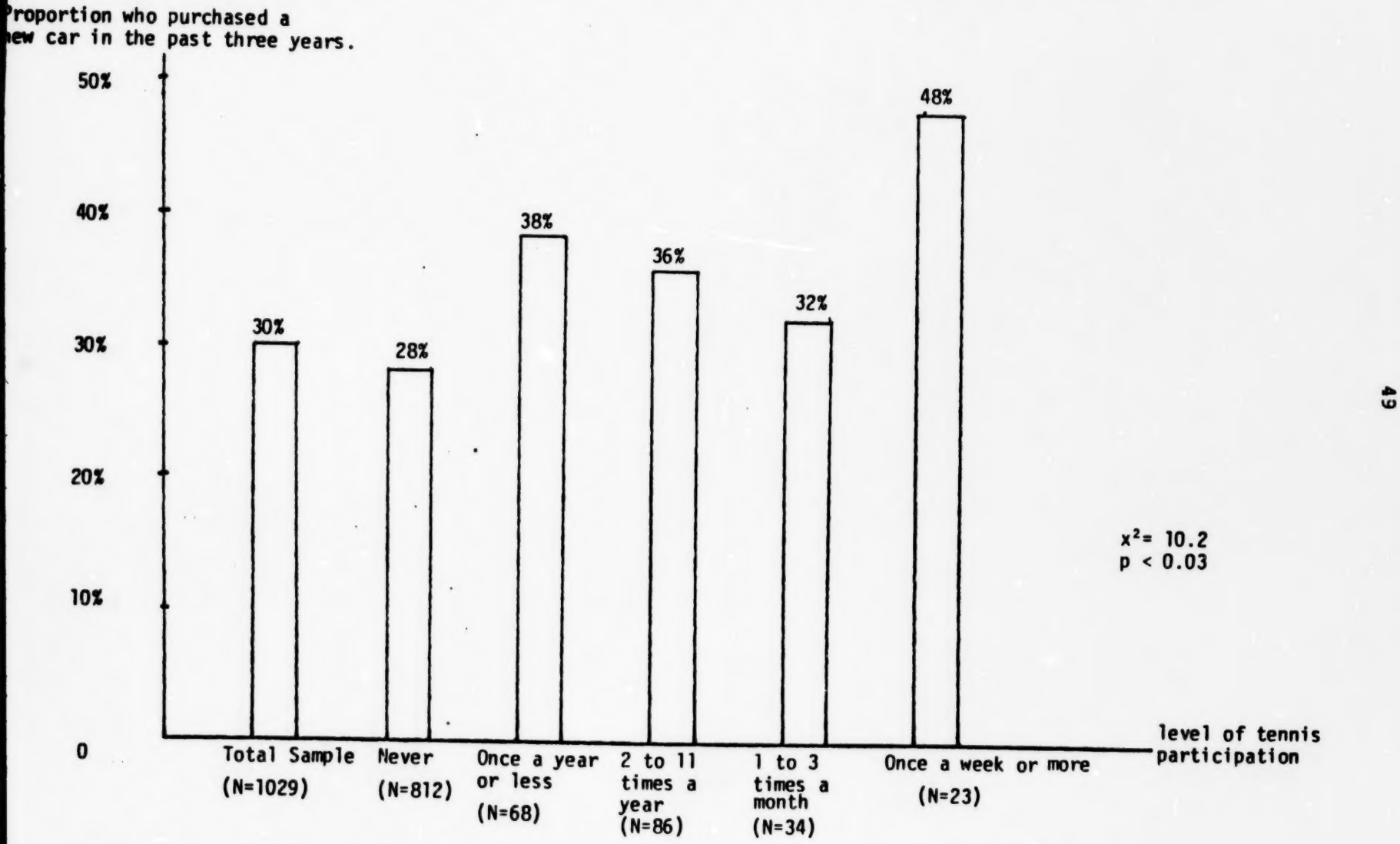


TABLE B7

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH CATEGORY OF SKIING PARTICIPATION

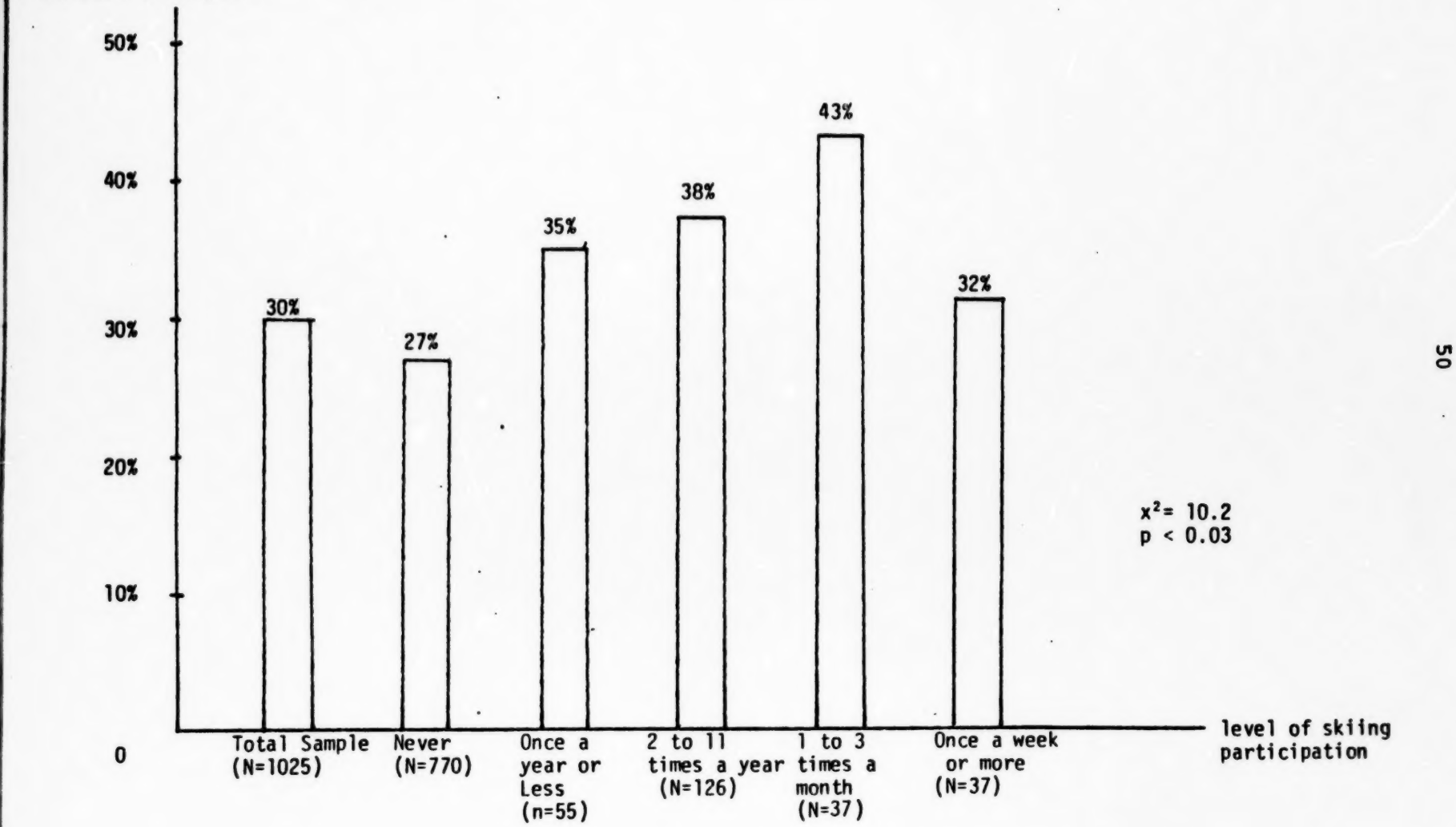


TABLE B8

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS IN EACH CATEGORY OF PLAY ATTENDANCE

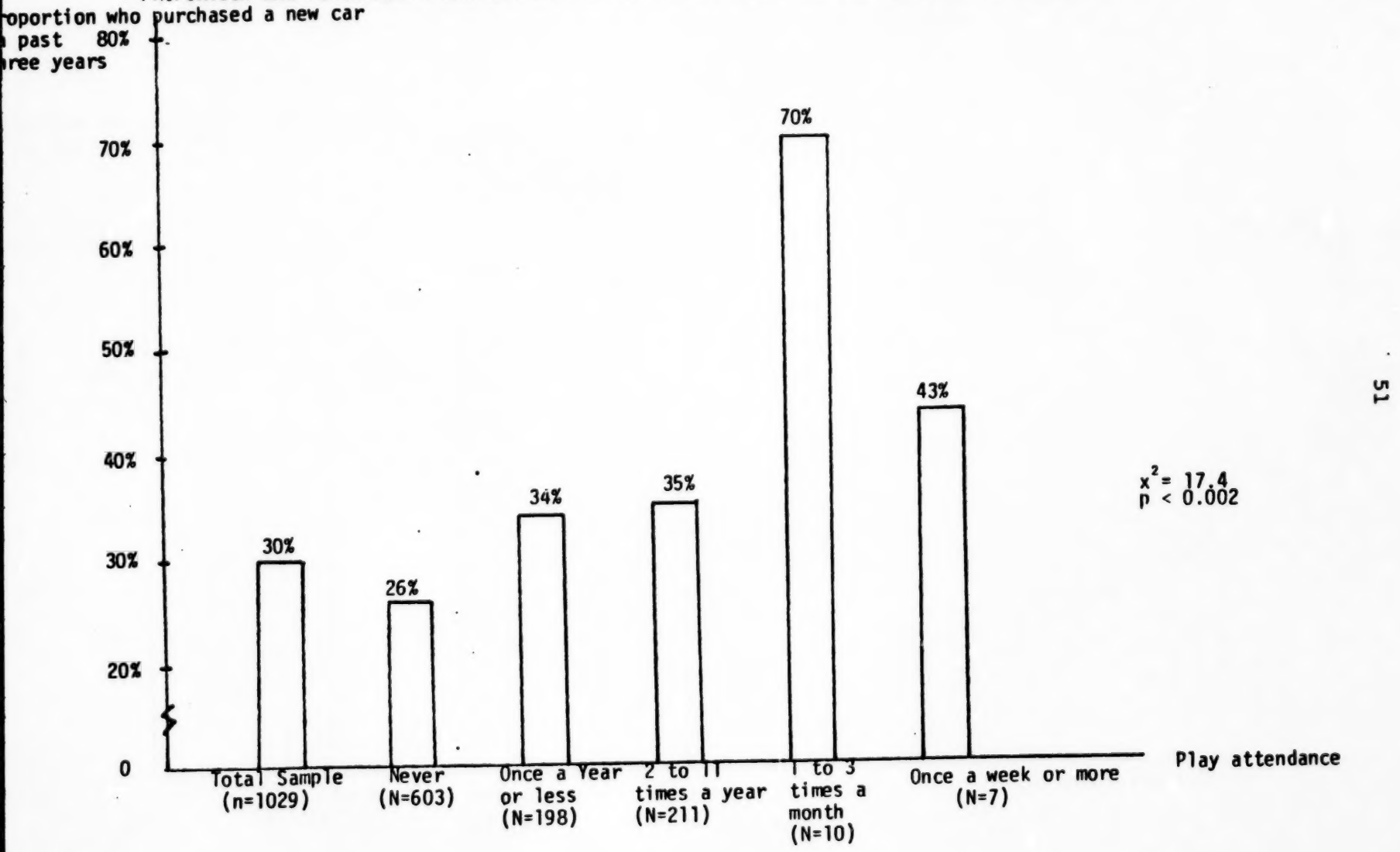


FIGURE B9

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS CATEGORIZED ACCORDING TO WHETHER OR NOT THEY BELONG TO A BUSINESS OR JOB RELATED GROUP

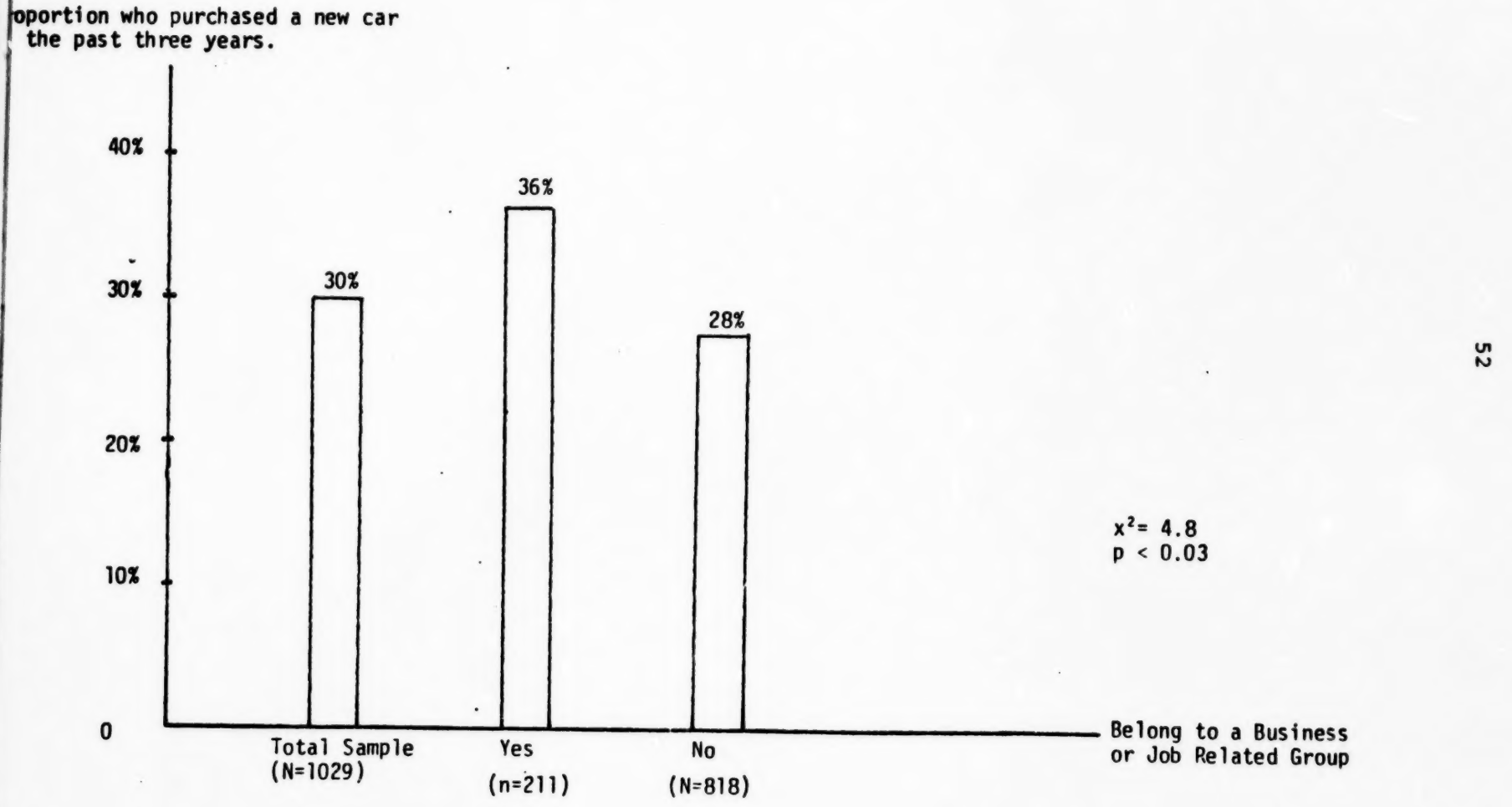


FIGURE B10

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS CATEGORIZED ACCORDING TO WHETHER OR NOT THEY READ CONSUMER MAGAZINES IN PAST THREE MONTHS.

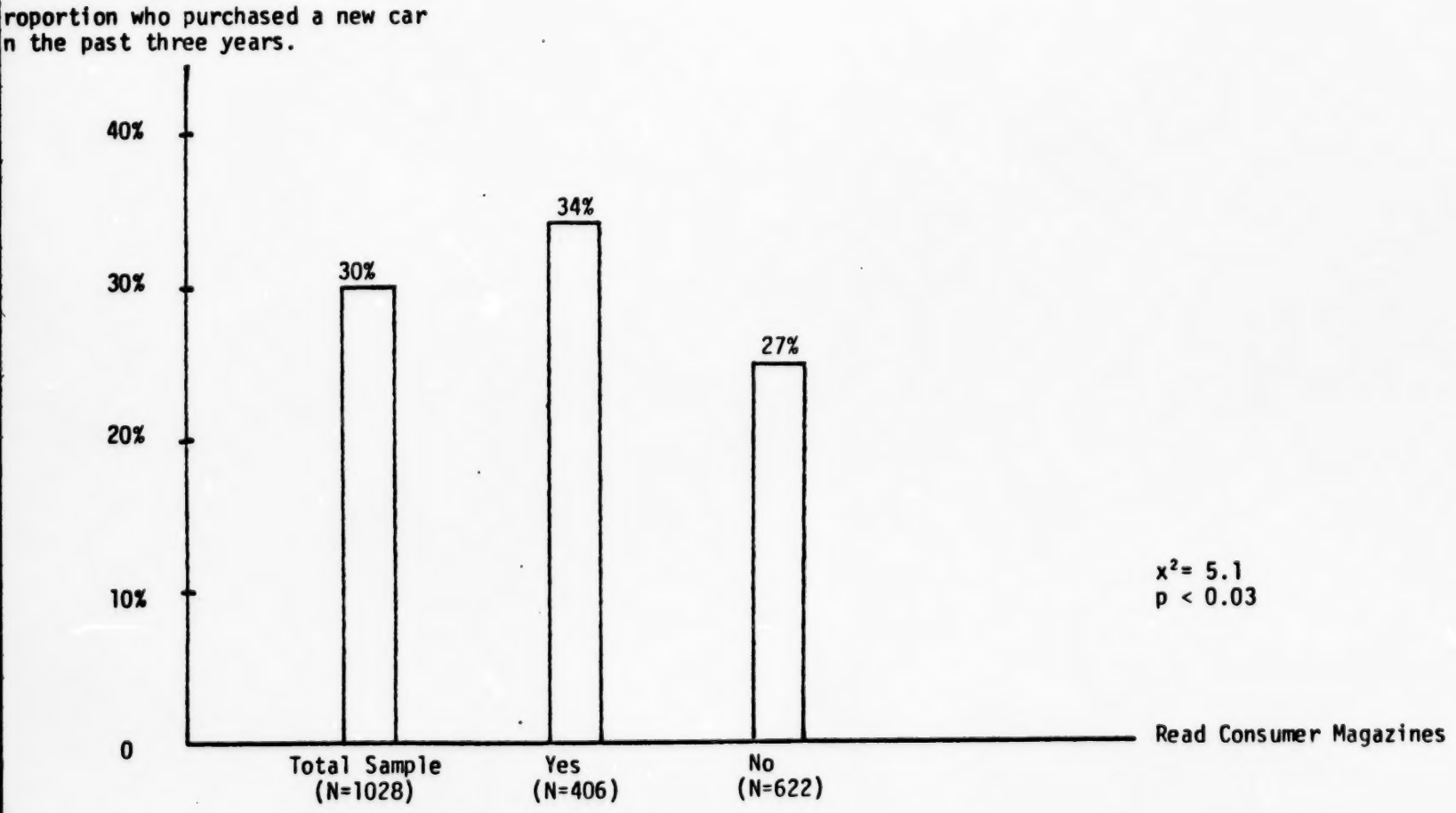


FIGURE B11

PROPORTION WHO PURCHASED A NEW CAR IN THE PAST THREE YEARS CATEGORIZED ACCORDING TO WHETHER OR NOT THEY READ NEW MAGAZINES IN THE PAST THREE MONTHS.

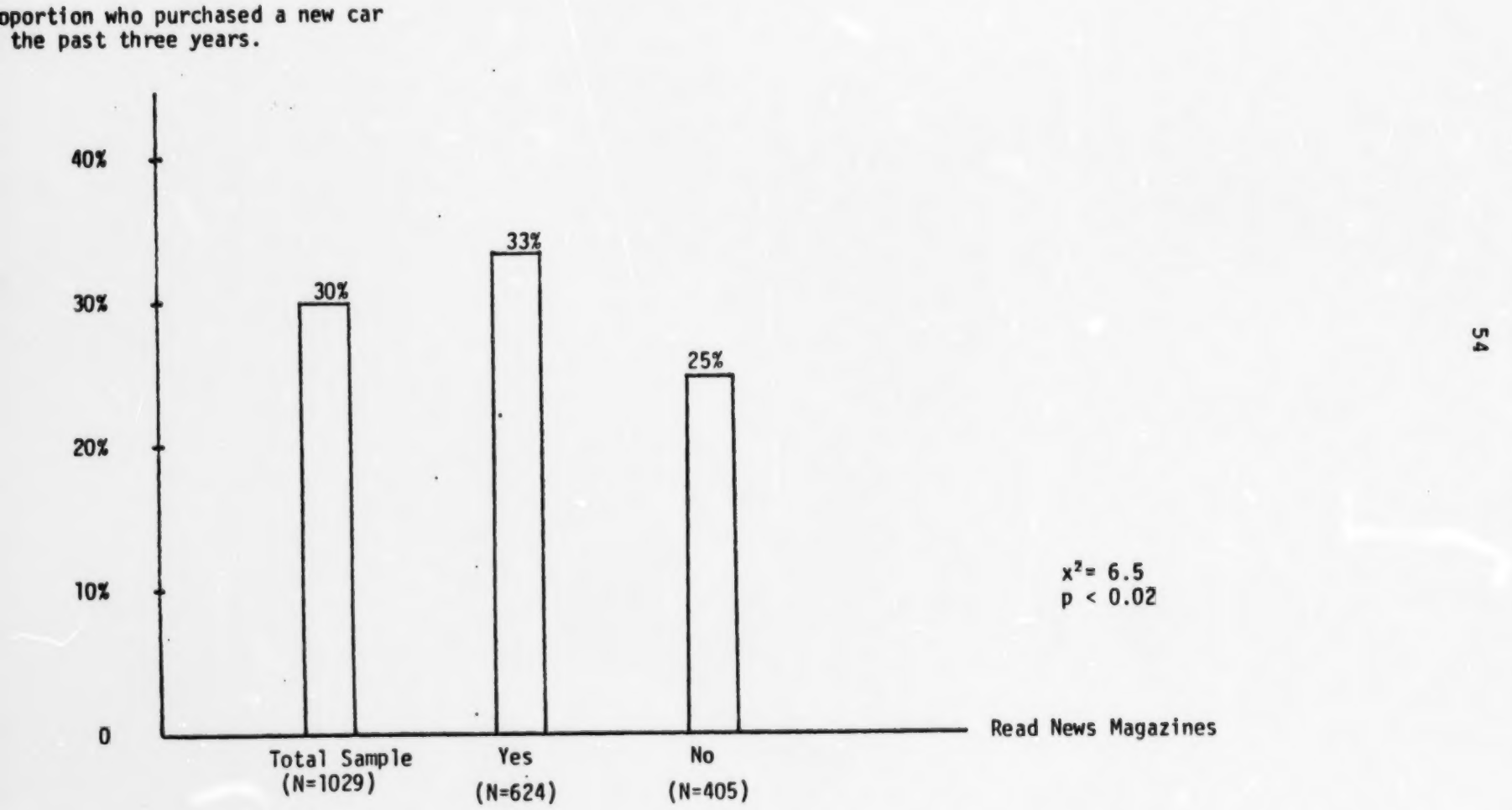


FIGURE B12

PROPORTION OF DISSATISFIED NEW CAR PURCHASERS CATEGORIZED BY WHETHER OR NOT THEY BELONGED TO POLITICAL GROUPS IN THE PAST THREE YEARS.

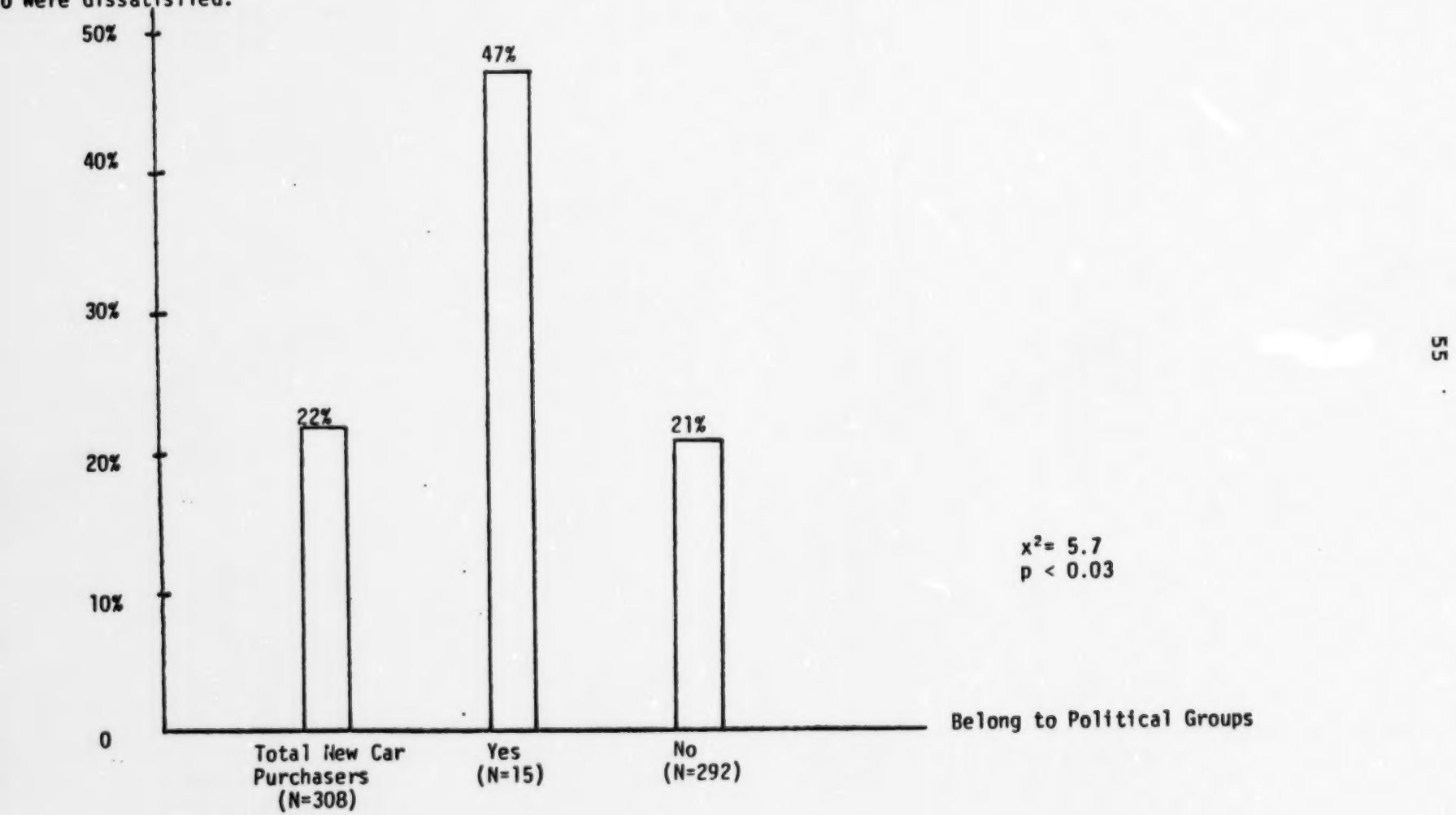


FIGURE B13

PROPORTION WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY PURCHASE EXPERIENCE IN REGIONS OF CANADA

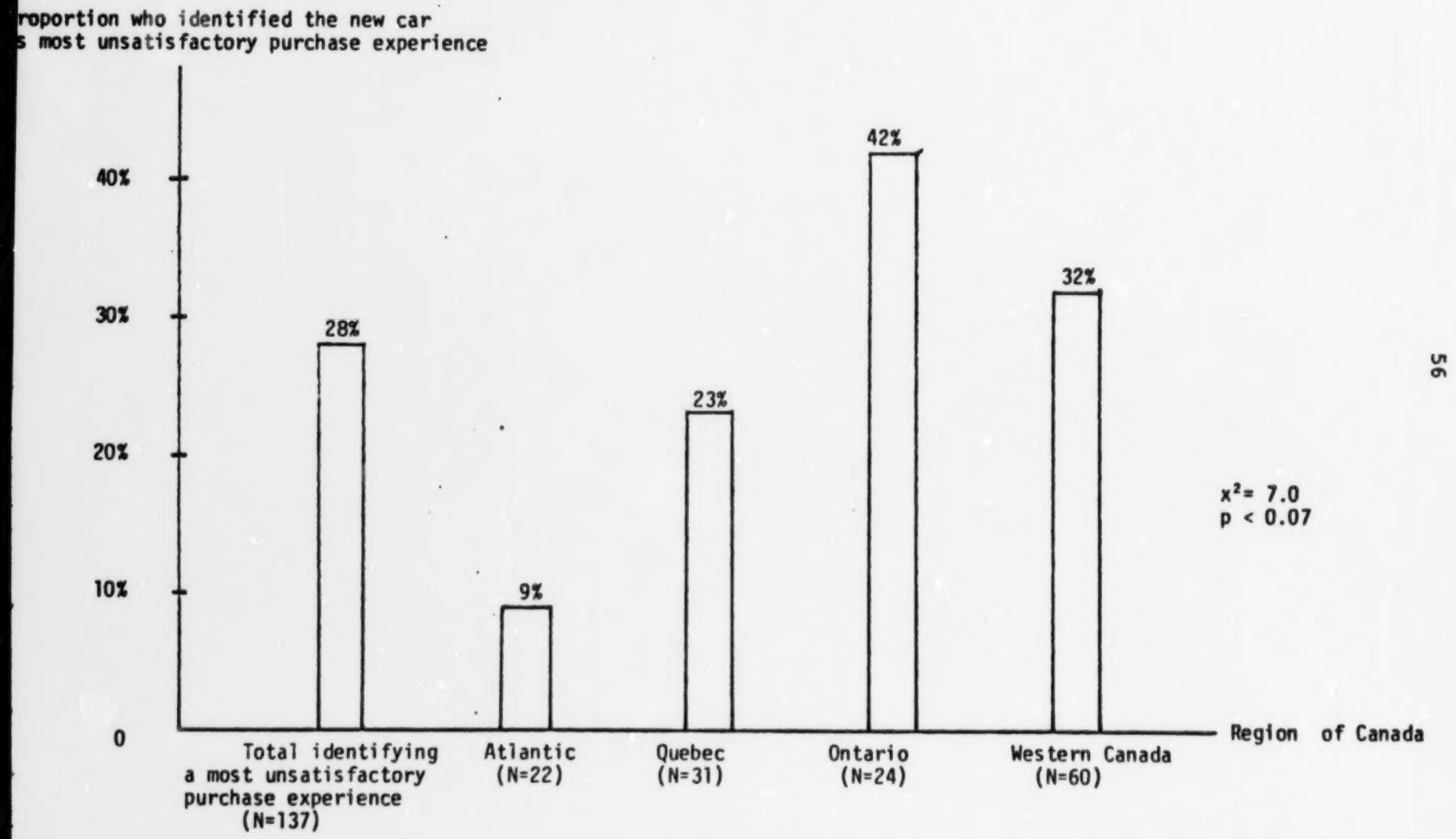


FIGURE B14

PROPORTIONS IN DIFFERENT AGE GROUPS WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY PURCHASE EXPERIENCE

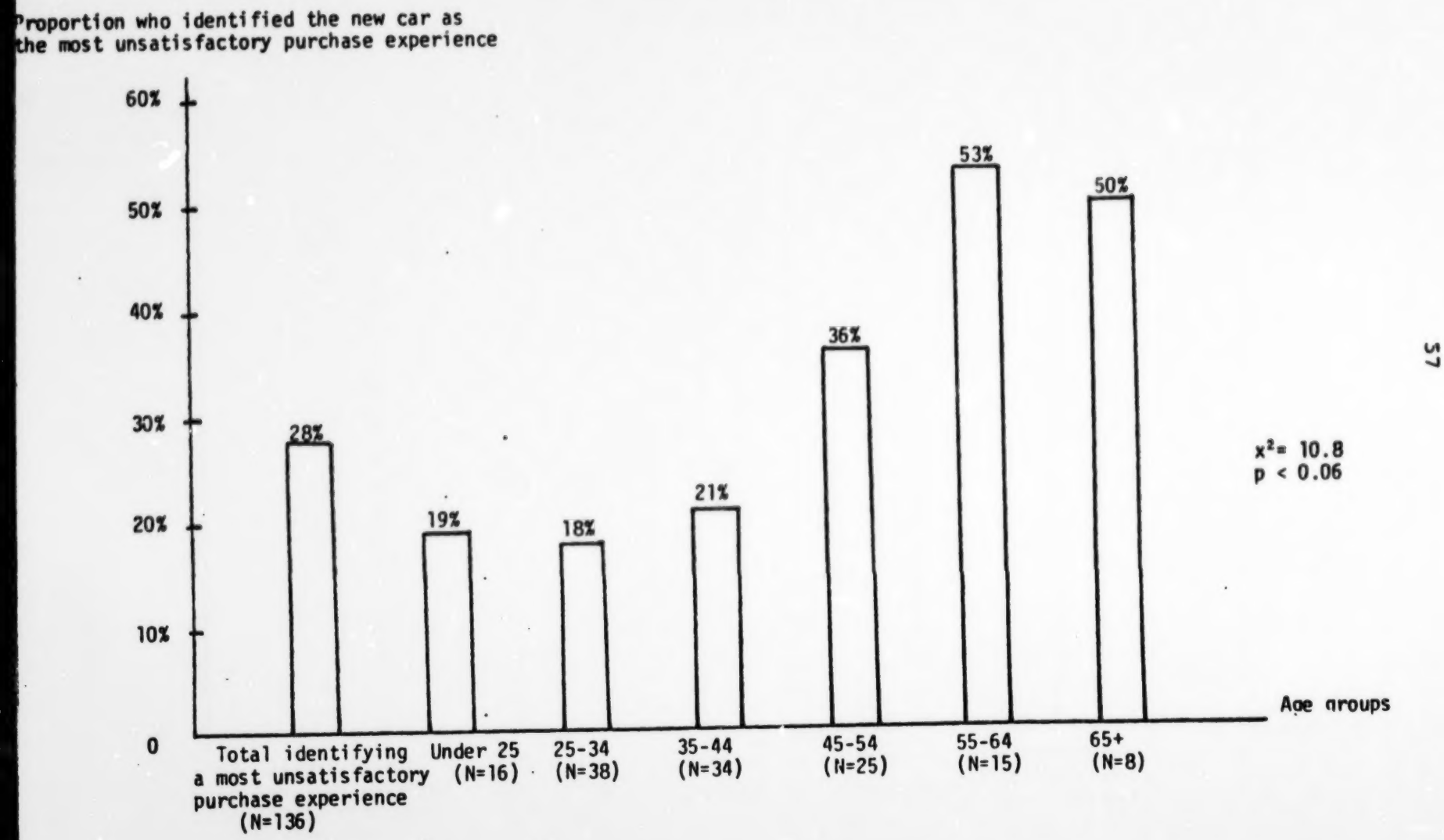


FIGURE B15

PROPORTION OF NEW CAR PURCHASERS WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY PURCHASE EXPERIENCE IN REGIONS OF CANADA

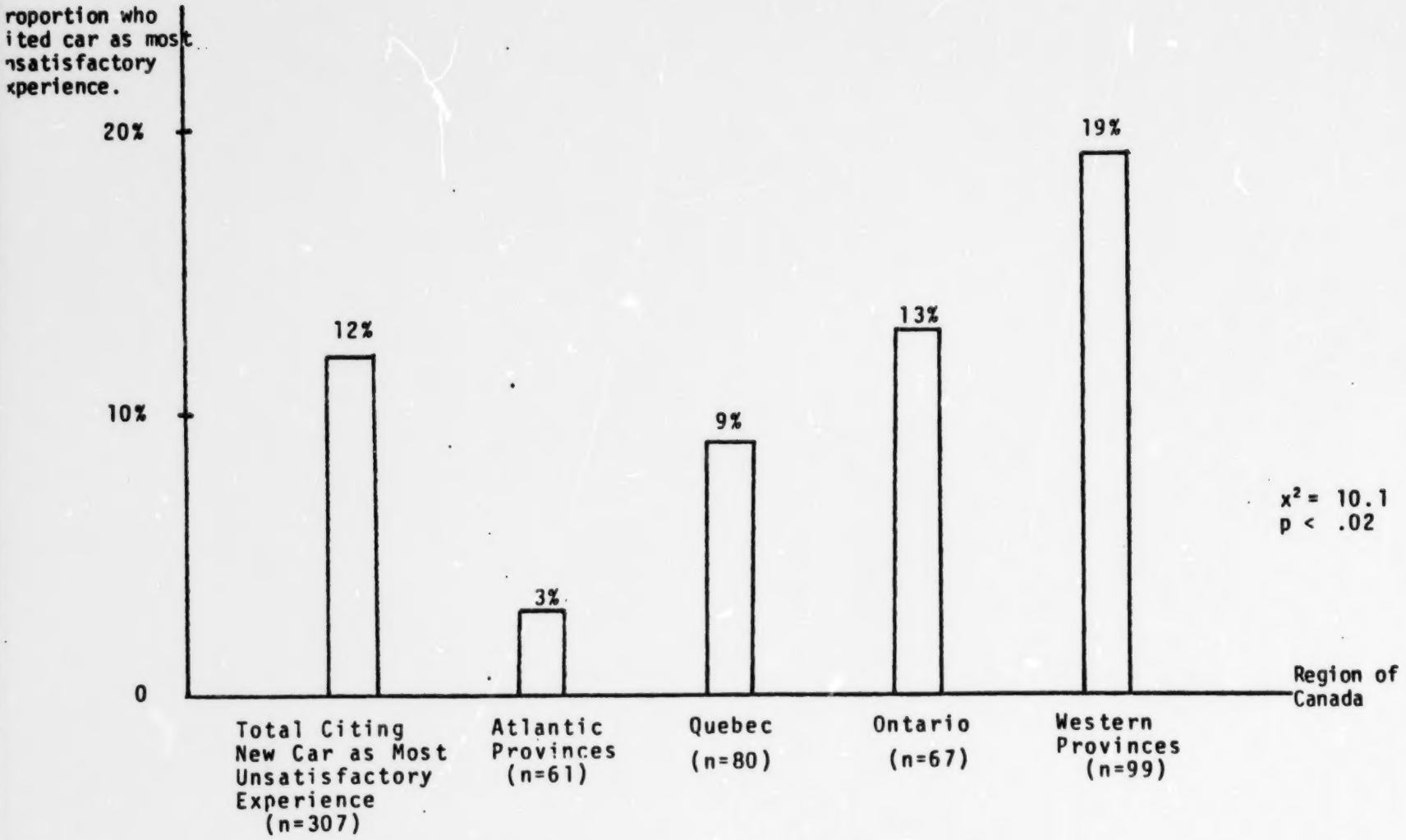
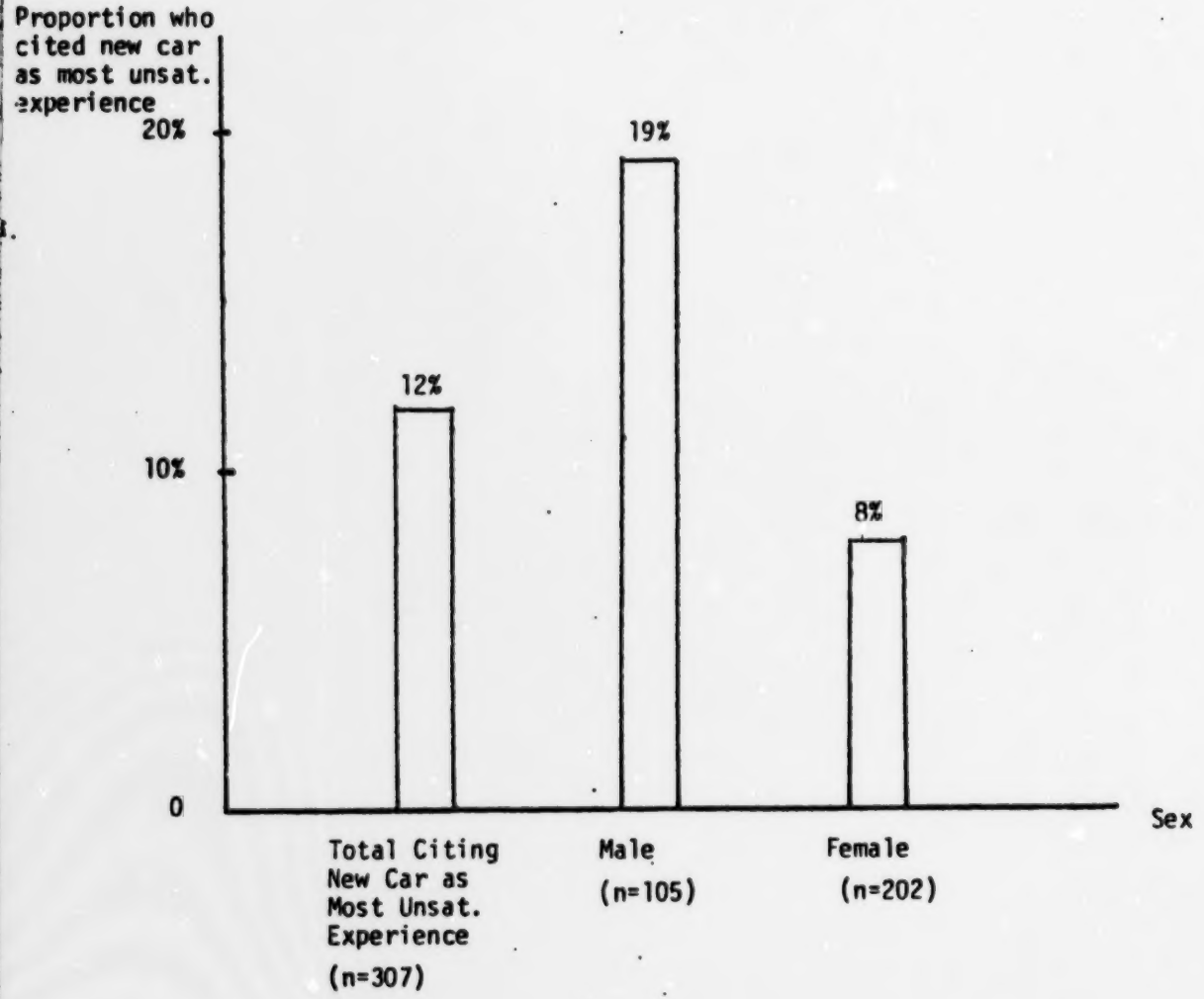


FIGURE B16

PROPORTION OF NEW CAR PURCHASERS WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY EXPERIENCE BY SEX.



$x^2 = 7.4$
$p < .01$

FIGURE B 17

PROPORTION OF NEW CAR PURCHASERS WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY EXPERIENCE IN EACH CATEGORY OF SIZE IN HOUSEHOLD

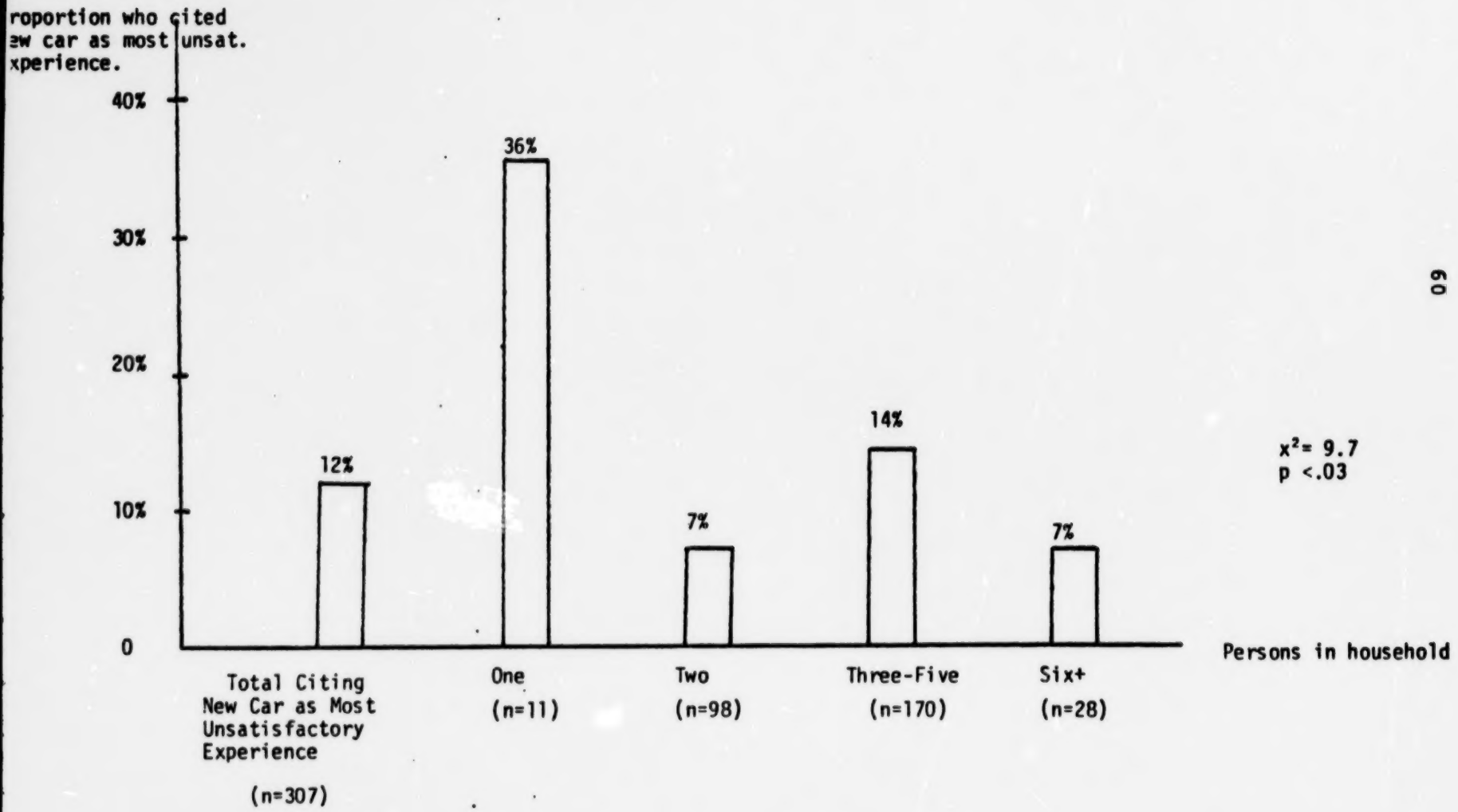


FIGURE B 18

PROPORTION OF NEW CAR PURCHASERS WHO IDENTIFIED THE NEW CAR AS THE MOST UNSATISFACTORY EXPERIENCE IN EACH CATEGORY OF MAIN WAGE EARNER.